

AIR TRANSPORTATION

OCTOBER 1958 The Air Magazine For The Modern Pilot Vol. 22 No. 4

IN THIS ISSUE . . .

*There's Music
in the Air
Via Africargo*

*Getting Ready
for the Jet Age*

Tonight Not Tomorrow

MOVE YOUR CARGO ON THE FIRST JETS

VIA  with Golden Rocket Ground Handling to Match!



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JUNEAU

To Juneau, capital of Alaska, the bearded prospectors, the dance hall girls and gamblers, even the gleaming yellow nuggets are relics of the past. Now a modern city, it boasts extensive lumber exports and a thriving tourist trade. Today's adventurers find a sporty golf course, spectacular ski slopes and gorgeous scenery.

The \$1,000,000 Territorial Building houses one of the world's best museums. And the city's social headquarters, the

modern Baronof Hotel, has interesting murals of old Alaskan legends on the walls of its Bubble Room.

Although no roads lead to Juneau, it can easily be reached by boat or plane. During the past year, 296 ships—184 American Flag and 112 Canadian vessels—called at the port. Actually only about two dozen ships were involved but their repeated calls gave excellent service to this historic port.

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From The Readers

... Your magazine is very informative.
E. M. Campbell
Traffic Manager
The Cleveland Builders
Supply Co.
Cleveland, Ohio

... Thoroughly enjoy and appreciate
your magazine.

W. C. Somerville
Assistant General
Traffic Manager
Celanese Corp of America
Charlotte, North Carolina

I read your article in the August issue
of *Air Transportation* on the development
of Irish Air Lines, and particularly the
cargo aspect, with great interest. May I
congratulate you on your very comprehensive
and stimulating review of the position.
We in Aer Lingus and Aerlinter Eireann
will certainly make it our endeavor to
measure up to the objective and standards
inherent in your report.

Patrick J. Brennan
Commercial Manager
Irish Air Lines
Dublin, Ireland

Air Transportation is the most informa-
tive air publication in circulation today.
Stephen Sciuto
Traffic Manager
Revlon, Inc.
Edison, New Jersey

I find your magazine a fine medium in
keeping abreast of air cargo activities.

Alfred M. Lee
Traffic Manager
Binney & Smith, Inc.
New York, New York

The issues of *Air Transportation* are
very helpful.

M. J. Cavanagh
E. O. Traffic Manager
Otis Elevator Co.
New York, New York

Air Transportation is a very informative
publication.

George W. Board
Traffic Manager
Skinner Manufacturing Co.
Omaha, Nebraska

Your publication is both helpful and
interesting.

Raymond F. O'Hea
Traffic Manager
Induction Heating Corp.
Brooklyn, New York

Your magazine has been very helpful to
us in our work.

A. Matos
Assistant Secretary
E. Kellerman Corp.
New York, New York

I have just read your article on Irish
air affairs in the August issue of *Air Trans-
portation* and hasten to thank you for pre-
senting to your readers so interesting and
so thorough a review of our position gen-
erally and of the cargo aspect particularly.

So good an article in a journal presum-
ably circulating extensively in an area
where the carriage of goods must be an
important subject of discussion is bound
to have beneficial results for the Irish air
carriers and for the Shannon Free Airport,
the attractions of which you so effectively
describe.

J. F. Dempsey
General Manager
Irish Air Lines
Dublin, Ireland

I enjoy reading *Air Transportation*.

C. H. Colyer
Manager of Traffic
& Transportation
Oneida, Ltd.
Oneida, New York

... Enjoy your publication very much.

L. R. Denchfield
Traffic Manager
Bercut-Richards Packing Co.
Sacramento, California

Air Transportation is a very fine and
helpful publication.

Norman Moore
Traffic Manager
Cockshutt Farm Equipment, Ltd.
Brantford, Ontario, Canada

... a well-edited magazine.

W. R. Hofer
Traffic Manager
Olympia Brewing Co.
Olympia, Washington

Your magazine has proven to be very
informative.

H. T. Stoddard
West Coast Traffic Manager
Scott Paper Co.
Everett, Washington

I consider the article you have written
(*Why BEA is Sold on Air Cargo; July AT*)
is absolutely excellent. Apart from the
interest shown by one or two airlines,
quite a number of U. K. agents have also
shown great interest.

A. H. Joyce
Cargo Sales Superintendent
British European Airways
London, England

We certainly enjoy reading *Air Trans-
portation*. We find it keeps us abreast of
all current events in the transportation
field.

A. M. Canonica
Vice President
Arthur J. Fritz & Co.
San Francisco, California

... We find this magazine very useful.

N. S. Phillips
Traffic Manager
Richardson Scale Co.
Clifton, New Jersey

... A very worthwhile publication.

Walter G. Ballou
General Traffic Manager
Draper Corp.
Hopedale, Massachusetts

It was through an advertisement placed
in your publication by Northwest Orient
Airlines that we were able to solve a
problem concerning shipment to New Zea-
land. The same is true of Pan Am to
other destinations.

Allen S. Hart
Traffic Manager
Gospel Trumpet Co.
Anderson, Indiana

I enjoy *Air Transportation* and find it
helpful at times.

Virgil W. Stackhouse
Traffic Manager
Dobackmun Co.
Cleveland, Ohio

... Your piece, called *Why Mr. Heppel-
white Turned to Air Freight*, in the Au-
gust issue of your magazine was excellent.
You are to be complimented on a fine
publication.

Edward Bruch
Chicago, Illinois

Enjoy your material. Air transportation
is the freight-moving method now, and more
so in the future.

Scott Thompson
Traffic Manager
Baldwin Piano Co.
Cincinnati, Ohio

Air Transportation provides the most
complete coverage of developments in the
air transportation industry relative to air
cargo.

Leo Strauss
Regional Manager
Peter A. Bernacki, Inc.
New York, New York

We in the Traffic Department enjoy your
magazine very much.

N. E. Childs
Traffic Manager
Alabama Power Co.
Birmingham, Alabama

I find many articles in your publication
very instructive. Keep up the good work.

James R. Cronin
American Pad & Paper Co.
Traffic Manager
Holyoke, Massachusetts

Air Transportation should be commended
on the very good coverage of current
events and changes in air transportation.

Paul K. Heaton
Traffic Manager
Sealed Power Corp.
Muskegon Heights, Michigan

I have enjoyed *Air Transportation*, and
having seen an Emery ad in it I decided
to use their service on a recent film ship-
ment from California.

Justin Herman
President
Justin Herman Films
New Hope, Pennsylvania

... Enjoy your magazine.

J. L. Cafasso
Vice President-
General Traffic Manager
National Plastics Corp.
Jeannette, Pennsylvania

AIR **TRANSPORTATION**

The World's First Air Cargo Magazine
Established October, 1942



Member of Business Publications Audit
of Circulation, Inc.

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post. Included in AIR TRANSPORTATION'S wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarding.

Subscription rate for United States and Territories, \$5.00 for one year, \$9.00 for two years, and \$11.00 for three years; foreign countries, \$6.00 for one year, \$10.00 for two years, and \$14.00 for three years. Individual copies (except November), 50 cents each; November issue, \$1.00 per copy.

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AIR COMMERCE

DOMESTIC . . . INTERNATIONAL AIR CARGO

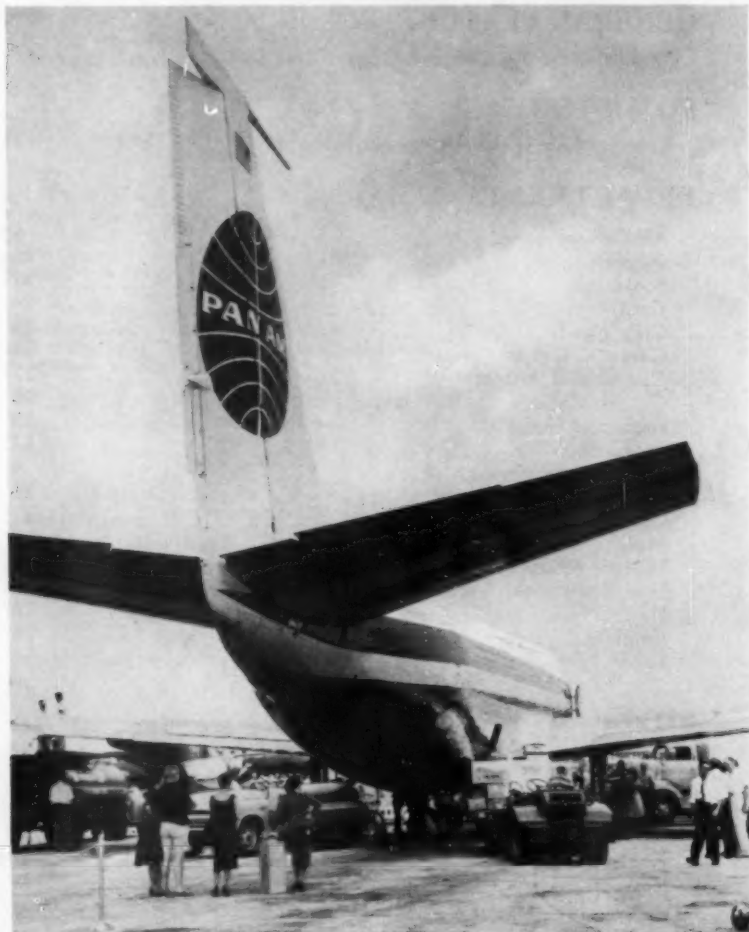


VOL. 33

OCTOBER 1958

No. 4

A VITAL NEW AGE OPENS FOR THE SHIPPER



On October 26—at 7 p.m., to be precise—a new era opens with the inauguration of transatlantic pure jet service. The airline will be Pan American World Airways; the plane, a Boeing 707; the takeoff point, New York; the destinations, Paris and Rome. Nonstop time from New York to the French capital will be seven hours, slashing the normal DC-7C time for this distance by 4:35 hours.

Pan Am will have six 707s before the end of the year, part of a 23 Boeing jet order. New York-London service is set to open November 16.

Strictly speaking, this is not the first scheduled service of a jetliner. BOAC flew its Comet 1 for approximately two years, operating between London and points in Africa, Middle East, and Far East, before

the jet was withdrawn. [Right now the Comet 4 is being readied for scheduled operations.] And for a while Air France flew its Caravelle on scheduled cargo flights between Paris and Algiers.

What does this mean to the hard-bitten, profit-and-loss-minded, show-me businessman? It means a new concept in international shipping, based on speed plus capacity. It means the reality of transatlantic consignor-to-consignee delivery within the period of a single day. It means an even greater impact on those concerned with keeping inventory low but adequate; on those who train an unwinking eye on warehousing costs, labor, deterioration, obsolescence, financing, taxes, etc.; on those whose hair turn white over perishability, be it food, high styles, drugs, or newsreels.

Foreign Airlines' Offline Charters Ruled on By CAB

A little publicized but significant ruling on offline charter trips by foreign air carriers has been passed by the Civil Aeronautics Board. Amending the Economic Regulations by adding a new Part 212, effective November 5, it authorizes foreign air carriers holding foreign air carrier permits to fly cargo and passenger charters, under certain conditions, to points of the route stipulated in the permit.

Foreign airlines, according to the definitions of Part 212, may "engage in foreign air transportation on an individually ticketed or individually waybilled basis where the entire capacity of one or more aircraft has been engaged for the movement of persons and their baggage or for the movement of property, on a time, mileage, or trip basis."

Among the users of such service specified in the new amendment is the air freight forwarder who holds a "currently effective letter of registration . . . for the carriage of property in foreign air transportation or by a foreign indirect air carrier, whether or not the property to be carried is the result of a previous consolidation."

The full text of Part 212 appears on Page 25.

Forwarders are Boosted In Swissair Cargorama

Swissair's top cargo executives were on hand in New York last month at the kickoff of a sales campaign destined to take them into key cities of the United States. A unique part of the drive is a slide-film presentation in sound, helped along by live performers, which spells out the airline's international freight services and recommends to shippers the use of air freight forwarders.

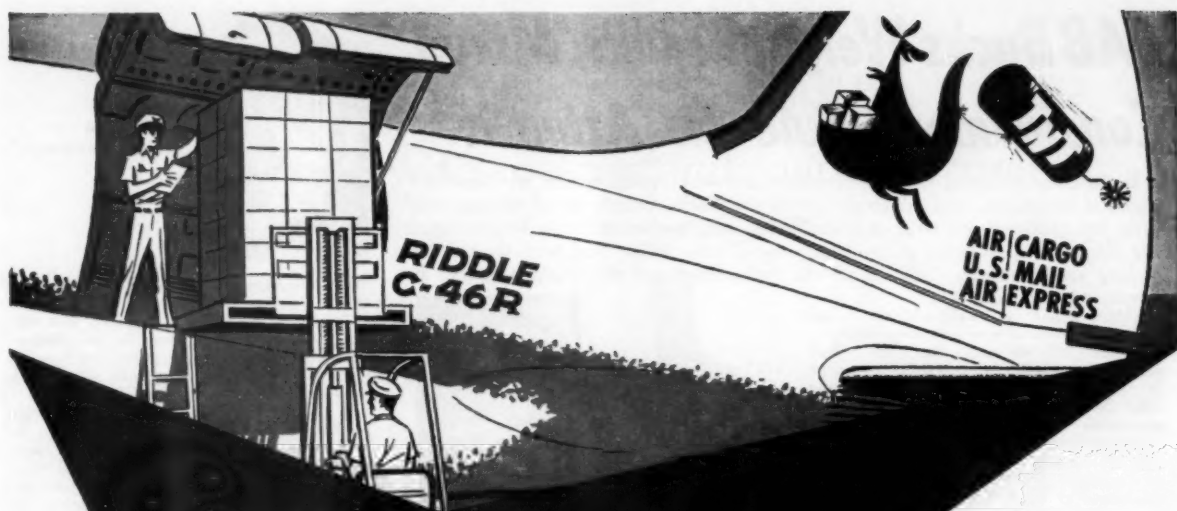
On tap at the premiere of the Swissair Cargorama at a breakfast in the Hawaiian Room of the Hotel Lexington were Dr. E. P. Jaeger, system manager of the Cargo and Mail Division; and Werner Seiler, United States traffic and sales manager. (Concluded on Page 10)



Jaeger



Seiler



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OCTOBER 1958—PAGE 7

CAB Backs Weight Breaks, Mixed Consignment Rule for Atlantic

Reaffirming its belief that the specific commodity rating system provides "the soundest foundation upon which to develop the North Atlantic cargo market," the Civil Aeronautics Board went on record as favoring institution by the International Air Transport Association of two controversial items which have been the subject of long and frequently violent debate in the international air freight industry. It recommended the following:

► Introduction of weight-break points within the present specific commodity rate structure—"at the very least, one break point . . . should be taken at this time in view of the evident need, recognized alike by the carriers and the Board, for generation of greater cargo volume."

► Introduction of a "mixed-consignment rule which will provide at least as great an incentive for consolidation of mixed shipments as did the rule which expired January 1, 1957."

The Board, however, is opposed to "the offering of free or reduced fare transportation to cargo agents," which travel agents have enjoyed for many years.

In exclusive statements to *Air Transportation*, the three United States flag air carriers operating across the North Atlantic—Pan American World Airways, Seaboard & Western Airlines, and Trans World Airlines—endorsed weight breaks within the specific commodity rate structure and a mixed-consignment rule. Pan Am went farther by saying it was disappointed by the Board's turndown of "discounted transportation" for cargo agents.

Lipscomb
"Pan Am endorses"



Willis G. Lipscomb, vice president-traffic and sales, Pan Am, said:

"Pan American enthusiastically endorses and will do everything in its power to implement the two steps that the Civil Aeronautics Board has recommended to help broaden the cargo market base in the North Atlantic.

"Working toward a more comprehensive rate table that will maximize the development of the air cargo potential, the recommended steps of introducing weight break-points in the commodity rate structure and of providing a mixed consignment



Russ
"Sound economic basis"

ment rule, are a move in the right direction.

"The one deep disappointment was the Board's failure to adjust the discrimination with which cargo agents are treated—vis a vis passenger agents—in regard to discounted transportation."

S. E. Russ, TWA's director of cargo sales, stated that his company was in accord with the CAB proposal. He said that "TWA has for years advocated that the development of air cargo can best be accomplished through the application of a specific commodity rate structure," adding:

"A system of weight breaks for certain specific products can be designed to attract volume traffic from various industries on a sound economic basis for both carrier and the shipper."

Russ said that TWA "intends an even more intense development of the commodity rate structure, and will give favorable consideration to weight break points of certain commodities as warranted."

With respect to a mixed-consignment rule, the cargo official asserted that his company felt it was possible for the industry

(Continued on Page 21)

ASA

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World's most modern air fleet

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So let your freight forwarder or cargo agent AND Pan Am "double-team" your shipping problems. The advantage is all yours.

**PAN AM
CLIPPER* CARGO**

FASTEST DELIVERY TO ALL THE WORLD



*Trade Mark, Reg. U. S. Pat. Off.

OCTOBER 1958—PAGE 9

Traffic Pool Deals Set By REAL-TSA, BOAC-MEA

Following a practice now fairly common in Europe, REAL-Brazilian International Airlines and TSA-Transcontinental of Argentina, have set up a pool arrangement for traffic between the North and South American points served by them. REAL and TSA, both of which operate Lockheed Super H Constellation equipment, will act as sales agents for each other.

In Europe, meanwhile, it was reported that British Overseas Airways Corporation and Middle East Airlines have concluded their pooling deal. Routes involved are between points in the Persian Gulf and Europe, excluding Turkey, in both directions.

Printing Head Proposes Air Freight Parcel Plan

A plan to give the Post Office Department "an important new source of revenue" while augmenting "the United States civil air freight business for the ultimate security of our country," has been put forth by Frank H. Rimmer, chairman of the board of the Relief Printing Corporation, Boston.

It is, Rimmer has stated in a letter to the Postmaster General, his opinion that the Post Office Department could profitably consolidate small packages into larger shipments for airfreighting, enabling consignors to benefit from the lower 100-pound rates. These shipments would be broken down at destination point—Chi-

cago or Los Angeles, for example—and mailed from there.

Rimmer's firm has been using this type of shipping service for the past 10 years, he said. (An article in the July, 1954, issue of *Air Transportation*, called *13¢ Was a Lucky Figure*, written by Richard Malkin, described in detail the Relief Printing Corporation's air freight-parcel post shipping procedure.)

This plan started in 1949 when, confronted with the loss of California customers and complaints on delayed deliveries of business card orders, Rimmer conceived the idea of purchasing postage stamps in Los Angeles (to comply with

(Concluded on Page 23)

SWISSAIR CARGORAMA

(Continued from Page 6)

who doubled as master of ceremonies. Approximately 100 guests attended the show, among them forwarders, shippers, and various United States airline representatives as well as Swissair personnel.

Based on a script authored by Mel Sibulkin, cargo sales promotion manager, cartooned figures on color slides illustrated Swissair's claim to top freight service. A group of four amateur actors, each attired in a shipping container to personify air freight, followed the script in pantomime, cued by the taped dialogue. Participating in the live portion of the show were Sibulkin; Hans Roth, cargo interline supervisor; Janice Parker, of Reservations; and little Lynn Lantz, daughter of William Lantz, cargo representative. The rapt attention of the audience was momentarily disrupted a couple of minutes before the end of the performance when the finely proportioned Miss Parker, holding Miss Lantz by the hand, suddenly appeared in a swim suit.



The live Mr. & Mrs. Air Cargo and family (posed by Mr. & Mrs. Mel Sibulkin and family) and their cartooned representation.

The Cargorama moved on to Philadelphia, Detroit, Chicago, Los Angeles, and San Francisco. At some later date it will be presented in Houston. It was shown to dramatize Swissair's devotion to the cargo end of its business, and to emphasize the inauguration of its transatlantic DC-6A service on October 25. While in California, Dr. Jaeger visited the Douglas Aircraft plant to inspect the new Swissair's airfreighter as well as the DC-8 jet.



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 1501 Euclid Ave., CHerry 1-2776 • **MONTREAL** Sheraton-Mount Royal Hotel, PLateau 7549 • **PHILADELPHIA** 214 South 16th St., KIngaley 6-2592

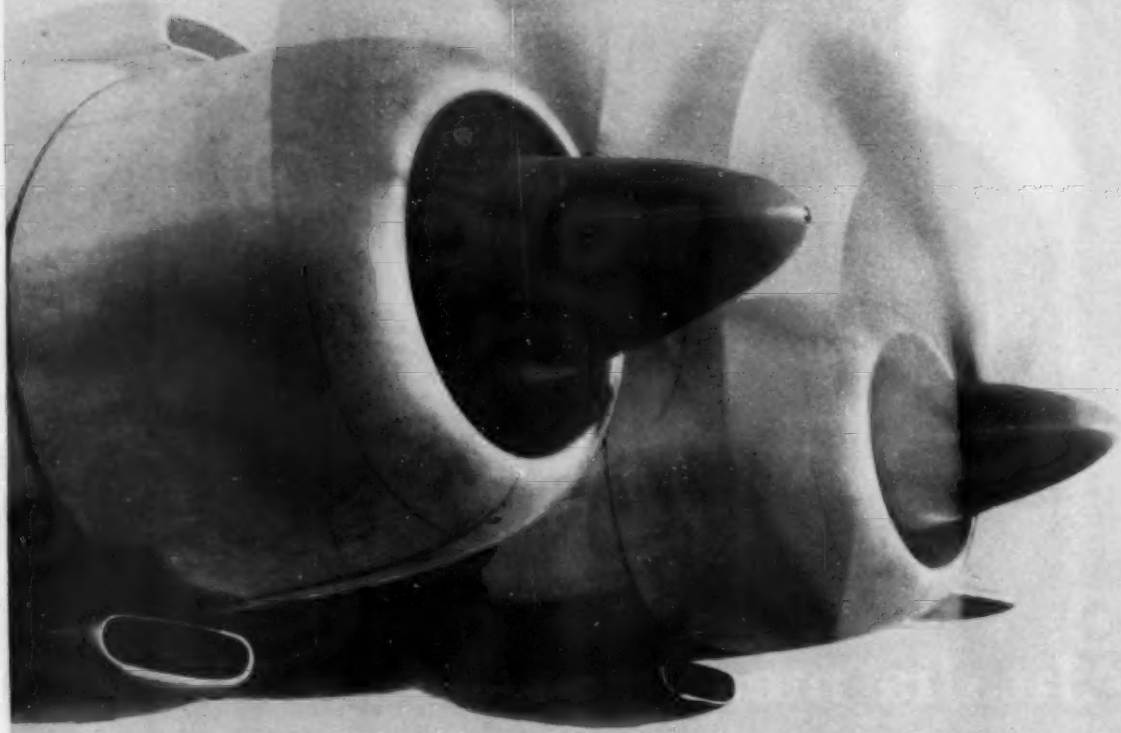
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DC-6A SCHEDULE EFFECTIVE TUESDAY, OCTOBER 28th, 1958

PAGE 12—AIR TRANSPORTATION—*Air Commerce*

There's Music in the Air *Via* AFRICARGO

Music dealers in Central Africa have learned there are valuable dividends in specifying air freight shipment when ordering phonograph records. Why tie up capital in big inventory when fresh stock can be received by air from London within 48 hours? (Fastest sea delivery is 42 days. And sometimes it's as long as five months.) In this exclusive fotostory, *Air Transportation* traces an

air shipment of discs, from manufacture at Pye Limited in London, to ultimate use in a typical household in Salisbury, Southern Rhodesia—not without the intermediate Africargo service of Hunting-Clan Air Transport. Last year Africargo hauled a total of 978.63 tons, flying 3,509,529 ton-miles. DC-6A *Liftmasters* shortly are scheduled to be introduced in the Africargo service.



1. Disc is cut from master tape, following which . . .



2. The master disc is electroplated, and . . .



3. A lacquer disc receives electroplating bath.



4. Positive is split from lacquer disc, and . . .

AN
AIR
TRANSPORTATION
FOTOSTORY

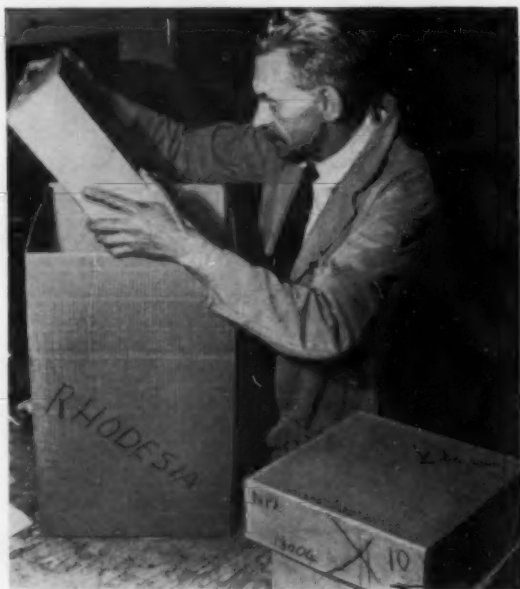
Continued on next page



5. First Pye LP record of *The Planets* is pressed.



6. LPs are inspected, sleeved, placed in protective envelopes . . .



7. Packed for airshipment to Rhodesia, and . . .



8. Delivered to Hunting-Clan at London Airport . . .



9. Which soon transfers records to a York, while . . .



10. Heavy, bulky freight moves into main cargo bay.



11. Record consignments are lashed, and soon . . .



12. The York, with 7,000 kilos aboard, races down runway . . .



13. And is airborne, heading in a southerly direction . . .



14. For Malta where 1,400 kilos will be unloaded, and on to . .



15. Benghazi, Khartoum, Nairobi for more deliveries, and . . .



16. Finally Salisbury where discs are unloaded from plane.



17. Within hours LPs are on sale in Salisbury shop, and . . .



18. Shortly thereafter are being enjoyed at cocktail time.

The ground-haul portion of air freight transportation is increasing in importance with great leaps and bounds. Here is an up-to-the-minute report on its progress, problems, and plans by the head of the ground-service organization of the scheduled airlines of the United States.

GETTING READY for the JET AGE



By EMERY F. JOHNSON, *President, Air Cargo, Inc.*

FIRST of all—and for a right good question—what is the state of our business? How is air freight, and how is the cartage portion thereof? Frankly, we in Air Cargo, Inc., think that it is good, and that we are all truly progressing forward upon a firm onward course.

Last year, at this same time, we all had three completely abnormal months under our belt: The air freight business, and cartage in particular, had gone through a 90-day period—ending with July—in which we had gratefully wallowed in an excess amount of traffic occasioned as a direct consequence of a protracted strike of Railway Express Agency drivers at six major cities. Everybody in air freight had benefitted from this outside work stoppage, and it was actually as though December had been with us for 90 days in a row. It seemed that any progress beyond such a high-water volume benchmark was a tough assignment, but I'm amazed if we haven't now done it!

The express strike began on April 22 of 1957. Up to the same date of the current year we found that all air freight cartage was progressing at a fat increase of more than 14% in total shipments and 18% in the dollars paid therefor. Comparisons with the strike period then set in and continued through July 21, and while the statistics for 1958 may have looked dismal during this time, I have three facts to confirm that progress was with us nevertheless.

Fact 1 is that upon the conclusion of the strike period we found that 1958 was still ahead of 1957. The actual

dollars were \$2,090,815 through the end of July for this year vs. \$2,057,612 for 1957.

Fact 2 is that during these first seven months our penetration of the potential air freight cartage market—by this I mean how many of the total of all air freight shipments are actually moved in pick-up and delivery service—had increased by three percentage points. Or, put another way, we have created three more cartage shipments out of every 100 available airline shipments.

These things are solid progress, although not as spectacular as Fact 3, which is simply that, according to Air Cargo, Inc.'s own payment records, total air freight cartage shipments have increased by 20%, and the accompanying dollar volume has increased by 31%, when comparing this year with last, during the post-strike period we have enjoyed beginning with August.

Tangible Progress

We like such tangible progress and are hopeful it is indicative of putting us all upon the last lap toward another highly successful year.

This kind of visible growth has, obviously, got to be backed up by forward movement upon an onward course—and it has. We can reflect upon this progress in many directions, as confirmed by these examples:

Since last year's Air Freight Cartage Conference, we have completely eliminated any requirement for a telephone cut-off time in some 52 important cities. We have expanded our geographical limits so as to provide pickup and delivery to an additional 25 important military bases—including such strategic

ones as Cape Canaveral in Florida; Hill Air Force Base in Utah; and Hamilton Air Force Base in California. We are not only getting prepared for the Jet Age—we are there already—and dealing in missiles and rockets. This particular progress, incidentally, has been accomplished with the complete cooperation of the Military Traffic Management Agency of the Department of Defense, the world's largest purchaser and user of transportation services.

Since last year's Air Freight Cartage Conference, we have also progressed by obtaining a sharply improved level of service in most major cities; we have substantially broadened the true acceptance and use of "automatic delivery" at many, many points; we have dipped our toes into some fairly promising experimentation with containers; we have painted about 85 additional vehicles; we have helped to design a new family of trucks which we hope may be highly useful in the future; we have laid the groundwork for some forthcoming improvements in various procedures; and we have generally tried to live up to that apt GE slogan of progress being our most important product.

Certain of our progress has also come as a direct consequence of last year's Air Freight Cartage Conference. We think the application of cubic dimensional weights to the pricing of cartage services would be considered as progressive in most circles. We know that the establishment of our new Contractors' Advisory Board is a definite forward move upon an onward course. We think that completion of

the Drake, Startzman, Sheahan and Barclay survey is just like having money in the bank.* And we have made a certain amount of progress toward the ultimate establishment of door-to-door rates.

Up to this point I have meant to use the word "we" in its broadest editorial sense. I do not mean to report that any of this progress briefly mentioned has been made by airlines, by cartage contractors, by Air Cargo, Inc., or by any one group alone. I really mean that it has been accomplished by the effective efforts of all of everyone.

Nevertheless, I must also admit that we in Air Cargo, Inc., have been going around slapping all the linesmen on the rump, meanwhile urging them to dig in and to get ready for the Jet Age—and at the same time I must also concede that some may well wonder just what has been going on in the backfield. I am pleased to report that Air Cargo, Inc., is in good posture (to employ a typical Washington term).

We have been moving forward upon an onward course; we have some new faces; we have some new offices; we have some new procedures and standards for the more useful evaluation of both service and rates. We would like to think that our general state of readiness might well be illustrated by the fact that we are currently in the process of amending our Articles of Incorporation in Delaware so as to serve Alaskan carriers immediately upon the Territory's becoming the 49th State.

Forward Moves

But we have at least two important forward moves upon our own onward course to report.

First, we have been authorized by our board of directors to take such steps as are necessary so as to extend the life of our standard form of cartage service contract to provide for a minimum duration of a full 12-month period in all cases, as opposed to the terms of the existing document, which permit cancellation upon no more than 45 days' notice. In authorizing such a suggested change, our directors were well aware that this year will see almost 50% of all contractors achieving at least five years of service, with more than 20% in the 10-year category, even under the existing 45-day arrangement. Nevertheless, they still join in a desire to provide an even greater measure of security for all in the future of air freight cartage.

Second—and perhaps of more actual impact—we have also been authorized

(Continued on Page 20)

* This is a reference to the *Pickup and Delivery Handbook*. See last month's issue of *AIR TRANSPORTATION*, Page 6.

"MIDDLEMEN" IN AIRCARGO ARE BUSY THESE DAYS



Air Express International, pioneer international air freight forwarding firm, which has a long string of "firsts" to its credit, established another one several weeks ago when company executives attended the maiden jetcargo flight of Pan American World Airways' first Boeing 707, consigning to it an assortment of shipments from Pepsi Cola, Charles Pfizer, R. H. Macy, Westinghouse, and others. The jet made the New York-San Juan run in less than 3½ hours. Shown here (left to right) are: Manuel Romero, of the managerial staff of Pepsi Cola International; John E. Muhlfeld, AEI vice president-sales; Paul Rennell, sales manager, PAA Atlantic Division; Alvin B. Beck, AEI executive vice president; T. J. Raineri, traffic manager, Pfizer International; and Arthur Hussey, cargo sales manager, PAA Atlantic Division. AEI is girding for Atlantic jetcargo runs.

Every day California Air Freight hauls a pleneload of popped popcorn from Los Angeles to San Francisco. Reason is the long-haul truck strike. Ultimate destinations are the theatres of San Francisco—where else? Trucks of Airborne Freight Corporation, general agents for the company, meet the daily flights and rush the popcorn to consignee. Up to 8,000 pounds of the commodity are flown per C-46 flight. Popcorn is uniformly packed.



Railway Express Agency, newest of the cargo sales agents approved by the International Air Transport Association, is shown transferring international shipments to Seaboard & Western Airlines, scheduled transatlantic all-cargo carrier. REA points out that international airway-bills may be prepared at its 162 IATA-approved offices located in 39 states, Washington, D. C., and Montreal. Officials said that "traffic for world-wide air destinations actually is being originated at more than 13,000 express offices serving some 23,000 communities throughout the nation." See item, page 23.

TONIGHT- NOT



TOMORROW

THERE'S a very special animal of the species *Macropus ualabatus* around at Riddle Airlines these days. She's called Katy—Katy the Kangaroo, that is.

Katy is exceedingly far from her native habitat, but that doesn't make a particle of difference to the Riddle people (nor, apparently, to Katy either, for that matter). For Riddle is hitching the success of its current air freight sales campaign to the firecracker on Katy's tail. And if the firecracker is keeping the kangaroo hopping, it's doing at least the same to the entire sales organization of the all-cargo airline.

It all began rather horribly last winter. Florida, Riddle's home, was in the grip of what probably was the most ruinous weather in decades. Crops were knocked off, the tourist trade took a nosedive, local businessmen started a run on aspirin, and shipping in general suffered.

Then, too, there was the national recession. People didn't pay it much mind in the beginning, either calling it "newspaper talk" or a "flash in the pan." But with over five million unemployed in the country, industrial production down, and consumer prices up, the public came to realize they were up against the real thing.

But like some other wide-awake air cargo executives, Charles L. Hood, vice president-sales, quickly saw this as a rare opportunity to convert more businessmen to shipping by air, and to demonstrate to the sometime air shippers that there is a great deal more to airlifting their products than mere speed. Earlier this year, before the

upturn in the economy, Hood told *Air Transportation* that the "recessive trend offers further opportunity to demonstrate functioning and advantages of air freight at a time when industry is especially savings- and economy-minded." His Sales Department redoubled its efforts to preach the gospel of effecting reduced inventory and greater capital turnover through the use of air cargo.

Now this was the time to set off a charge of TNT under despondent busi-

nessmen. Hood told *Air Transportation* that the "recessive trend offers further opportunity to demonstrate functioning and advantages of air freight at a time when industry is especially savings- and economy-minded." His Sales Department redoubled its efforts to preach the gospel of effecting reduced inventory and greater capital turnover through the use of air cargo.

to built its promotional campaign on that. "We thought a firecracker with the letters TNT on it would be effective," Hood said. "But the more we talked about it, the more obvious it became that this symbol alone would not be enough to spark our people and the shipping public. We began to speculate on some type of symbol that would tend to give impetus to our program. The Ford Motor Company had used a honey bear, and the Florida Power and Light Company uses a little man called Redi Kilowatt, so we began to look for something along this line."

It wasn't as easy as it might seem at first blush. For every suggestion, there were two to toss it into discard. Then, one day, came the idea of using a kangaroo with a firecracker tied to its tail. It caught on almost at once. And to help along public relations, she was christened Katy.

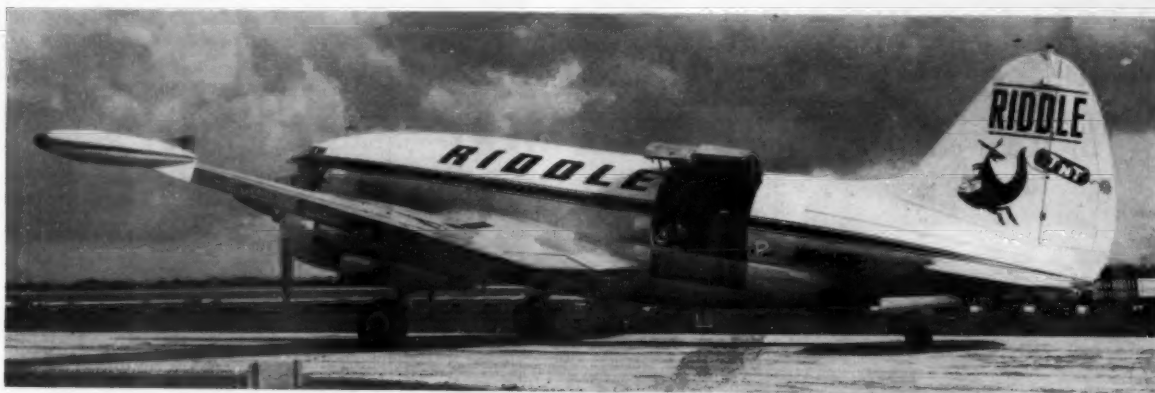
Kangaroo Kate was first introduced to the shipping public in a teaser card. The three succeeding mailings each told a little more, winding up with such invitations as "light the fuse" of Katy's TNT firecracker, the charge of which, presumably would "give your business a lift."

While "Katy fever" (as Hood calls it) spread throughout the Riddle organization, the Civil Aeronautics Administration planned to celebrate its second decade on June 28 with a static display of aircraft at Miami International Airport. The freight airline's DC-4s were fully scheduled, and it was of no mind to line up a C-46 against



Katy, herself

nessmen. Since Hood felt that "in a recessive period the worst thing any business can do is to draw in its horns," this philosophy naturally applied to Riddle itself. The designation TNT looked good—especially after someone reasoned that it could also mean *Tonight Not Tomorrow*. So Riddle started



Katy symbol adorns tail of T-category Riddle airfreighter fitted with wing-tip tanks.

Map shows Riddle Airlines' all-cargo network with various interline connections.

such fast company as the DC-6 and DC-7, aircraft types operated by the competition. Hood said:

"We really had to scratch our heads in order to stay out in front. One of our T-category C-46s with the new paint job was to be our static display. Therefore, we had to jazz it up to meet competition. Katy was painted on the tail, which brightened it up considerably, but then came the bright idea of wing tip tanks. Of course, the tanks used in our static display were mock-ups, but the idea is not as wild as it sounds. Our Engineering Department has come up with a tip tank configuration for C-46s that will increase its speed approximately 12 miles per hour. When they are ready for public distribution, an announcement will be officially made."

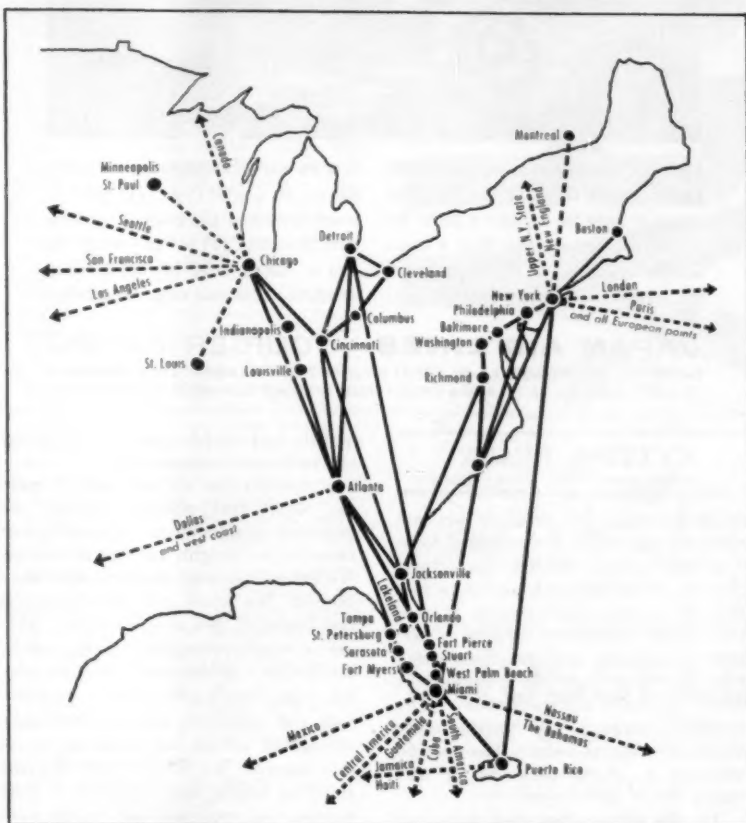
A Riddle T-category C-46 flies about 40 miles per hour faster and hauls about a ton more payload than the conventional C-46.

Riddle's Animal Lounge, a bus in which live shipments are transported to planeside, was parked under a wing of the C-46. A variety of animals, including foxes and monkeys, was on hand. Then someone clapped hand to brow.

"Holy cow! The one animal we really need we don't have—a kangaroo!"

Which immediately prompted a lot of hustling around. A kangaroo available for sale was tracked down and purchased the day before the scheduled opening of the show. Katy arrived in Miami just four hours before the 9 a.m. deadline.

In this manner Katy was introduced—and the second phase of the campaign began.



Soon thereafter Katy neckties and Katy handkerchiefs became very much in evidence at certain Riddle stations. Katy, herself, began traveling. In her role as a Riddle ambassador, she hopped into Rotary luncheons and traffic club sessions. She has become, possibly, the most prominent member of the Riddle Blitz Team which is punching away at city after city in an all-out effort to dramatize the airline's all-cargo service.

As a whipped-cream topper with all the trimmings, Riddle has produced a musical, *My Fair Katy*, whose original lyrics have been superimposed on the music from the hit, *My Fair Lady*.

"You can take our word for it," Hood said, "this will be just about the corniest production ever staged, yet I believe it will be 100% effective. The play consists of skits storying the importance of each department working with other departments in order to make a sale complete. In other words, Sales cannot sell freight unless Ground Operations handles it properly. Maintenance has the equipment ready on time, Flight has crews available, and the receiving station insures prompt delivery."

My Fair Katy is due to go on the road. It will be made available to civic and shipper groups, etc. • • •

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GETTING READY

(Continued from Page 17)

by our directors to progress yet another amendment to our standard form of contract which will have the formal effect of obligating each airline to furnish all cartage traffic which it controls to the contractor so long as the latter is able to perform the service required. Any such like provision is absent in today's arrangement. The establishment of it will become progress of a very real nature. The specific language we have proposed in this regard reads as follows:

"To the extent that the contractor is ready, willing and able to provide the services contemplated herein, each air carrier will employ contractor exclusively for the provision of all such services, unless otherwise directed by the shipper or consignee."

While our directors have already authorized these two progressive contractual changes, it must be realized that Air Cargo, Inc. has 31 delegations of specific authority from 31 airlines, and that each of these must first be appropriately amended, working in concert with 31 Legal Departments. The actual fruits of this progress will, therefore, necessarily be some time in the making, but the fact is that we are embarked upon such an onward course

and do feel confident of a valid ability to reach our forward goal.

It appears that we have not yet made too much real progress toward the eventual establishment of door-to-door rates for air freight, and this is strange. We know that most shippers want such service. We know that most receivers feel likewise. We also know that, without a single exception, every one of air freight's direct, and often successful, competitor's offers door-to-door service and rates, yet we are, seemingly, all fouled up in our own inertia in this regard. We do not yet offer the shipping public what we know it fully wants, and we continue to do such nonsensical things as making $3\frac{1}{2}$ million needless rate computations each year in perpetuating our status quo.

Air Cargo, Inc., made what it thought was a reasonable, though somewhat radical, movement forward toward this particular onward course in early June, when (in connection with another matter) we proposed that pickup and delivery could well be priced at a straight rate per ton-mile, which, in turn, would lend to the ready inclusion of cartage with line-haul air charges for the establishment of door-to-door rates between any and all points.

We documented this proposal by demonstrating that actual Air Cargo, Inc. cartage costs had been but

94/100ths of 1¢ per ton-mile for the entire industry during calendar 1957. We then quickly recognized that Air Cargo, Inc. contractors do not haul everything, but were able to compute that had their service been hypothetically provided for every air freight shipment which moved during the year, total payments would have risen to a point where they would have become an expense of 2.17¢ per ton-mile for the entire volume of traffic. As a further and last step, we then conceded that no one rightfully knows how many cartage shipments are presently counted twice (both at origin and at destination), and, therefore, suggested that the foregoing figure could even be doubled so as to arrive at an indicated amount of 4.34¢ per ton-mile as providing an ample cushion for full pickup and delivery costs at today's level of both service and rates.

Having fired this proposal, we then fell back and waited. We are still doing so at this time. The lack of any forward progress here seems somewhat discouraging, and at the risk of temporarily alienating some of our many good airline friends, I would suggest that we have the linesmen well dug in—and that the backfield is ready to get into motion—but that doggone little is coming in from the bench for the further forward advance of this particular progression of plays. It is someone's move next. Yet this is clearly not a matter which is within either the province or control of cartage contractors or Air Cargo, Inc.

Within Air Cargo, Inc., for example, we have recently been engaged in attempting specifically to define some future areas of service. In doing so, we find that we firmly believe in high service standards. We believe this is best for the airlines we serve and for their air freight customers. And, by high standards we mean basically these three things:

▶ Speed and dependability of pickup and delivery.

▶ Attractive appearance; neatly uniformed drivers; clean and well painted vehicles; and good housekeeping, in general, for its effect on employee efficiency and impression upon the shipping public.

▶ An attitude of downright intolerance toward errors, carelessness and sloppiness.

We firmly believe that our over-all service will be less costly with such high standards, and that all of our people will take more pride in their own companies and jobs, and will be more alert to do a proper job for air freight as a widely accepted shipping service of which they can be increasingly proud. Such is our own onward course at this time. • • •



From **FREIGHT NEWS**
U. K. Editorial Associate of
Air Transportation

One of the talking points in air chartering circles has been the remarkable stability (so far) of the market in face of international crisis. Most brokers have reported a normal amount of business with very little interruption, either on the score of aircraft availability or of routing arrangements. What four-engined aircraft were taken for the prompt movement of troops or civilians have not been missed by the open market since most, if not all, would normally have been engaged on routine troop contracts or previously arranged tour assignments. And the localized nature of military operations following the Baghdad coup obviated the need for extensive route rearrangements.

Dealings have followed the set pattern. Long-haul fixtures have been numerous and cargoes have been arranged over a variety of destinations. The bulk of the long-haul work, as may be expected, has related to the movement of ships' crews, or part crews, chiefly between Europe and the Far East. But an interesting point in this connection is that some worthwhile cargo flights have been dovetailed into such arrangements.

The satisfactory feature of such arrangements is that cargo charterers are often able to secure lower rates than would be the case were they to use "blocked off" airline space.

Airbrokers are adepts at combining loads, and E. A. Gibson & Co., Ltd., recently provided a good example of how this works in practice. A *Skymaster* fixed with a Danish party of seamen, these brokers stated, flew from Copenhagen to Tokyo, taking a Greek crew from Athens to the same destination; while on the return trip 28 seamen were flown from Tokyo to Rome on behalf of Italian charterers, the aircraft also flying some four tons of cargo to Zurich for Swiss interests.

The monthly report of James Burness (Travel) Ltd. referred to freight fixtures which were "steady but lower than last month," and the forward interest in chartering for cargoes being well maintained.

A notable feature of fixture lists has been the variety of aircraft employed. Cargo fixtures have been listed specifying *Yorks*, *Skymasters*, *Bristol Freighters*, *DC-4s* and *DC-6As*.

It is no easy matter to analyze the fixture to inquiry ratio, or the proportion of cargo fixtures to passenger fixtures, but on the former point brokers have expressed their satisfaction, and on the latter it is evident that if cargo employment has not greatly increased at least it has been maintained at previous levels. Considering the season, this is a matter for satisfaction.

The purchase by Air Charter, Ltd., of an order originally placed by Northeast Airlines for a *Britannia* is naturally a development of which the market has taken note. This charter company ranks high

among Britain's independents and has an impressive record and reputation. Its new machine, it is understood, will be used on charter operations.

Freight fixtures reported have included: *York*, with 7,500 kilos, London/Paris return; *Skymaster*, with 4,500 kilos Tokyo/Zurich; *Freighter*, with 8,200 pounds Zurich/London; *York*, welding equipment, London/Damascus; *York*, with ship's machinery, Amsterdam/Heraklion; and *DC-4*, with 5,000 kilos Amsterdam/Montreal/New York.

The following dispatch from London was received shortly before prestime:

There have been few new developments to report on the air freight market. Inquiry, and business concluded, have been roughly at previous levels; and of this comparatively little has related to cargo.

For a while some of the larger sorts of aircraft were taken by Government departments and naturally this had affected the availability position. The main attraction for operators at the time of writing is the business now coming on to the market from shipping sources. Large aircraft, capable of carrying big parties of seamen on long-haul flights between Europe and the Far East, have been sought by brokers acting on behalf of shipowners and, since the terms and rates of charter are usually good, cargo fixtures have tended to be fewer.

But that is not to say that cargo interest is completely nonexistent. The transatlantic route, for instance, has featured several times in the cargo fixture lists, the most recently reported contract in this class stipulating a *Super Constellation* to take a full load from Zurich to New York.

If anything, cargo work has been more prominent on the short-haul routes within Europe. Examples are: a *Bristol Freighter*, fixed to take ship machinery from London to Rotterdam; a *York*, which took a 7,500-kilo load from London to Brussels; and a *Freighter* taking a full cargo load from Zurich to London.

Among the more spectacular business may be mentioned a *York* which made two flights from London to Baghdad carrying in all about 12 tons of fire-fighting equipment, and a *Viking* which made a trip with ship machinery from Manchester to Aden.

Skymaster fixtures have included the fixture of two, taking cargo from Dusseldorf to Johannesburg, and another taking cargo from Tokyo to Zurich.

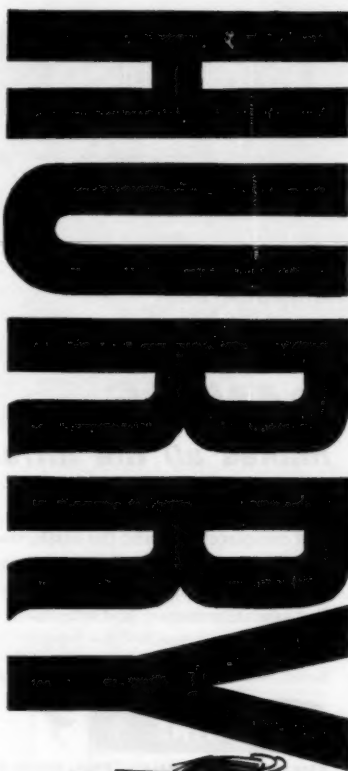
Two particularly interesting items of news have concerned charter companies' equipment. One report stated that two *Viking* aircraft of the Queen's Flight, RAF, had been sold to an independent air company, while the other, from Lambert Brothers, Ltd., London, was to the effect that Eagle Aviation was in the process of taking delivery of two *DC-6A* aircraft and was returning once more to the long-haul charter market. It was proposed, it was added, to convert the aircraft to *DC-6A/B* classification.

One encouraging sign for cargo charterers is the trend toward a charterer's market, the change in conditions having started two months ago.

CAB ON RATES

(Continued from Page 8)

try to readopt such a rule which will meet the requirements of all concerned in the continuing development of air cargo. This, he indicated, could include a form



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BELGIAN World AIRLINES

OCTOBER 1958—PAGE 21

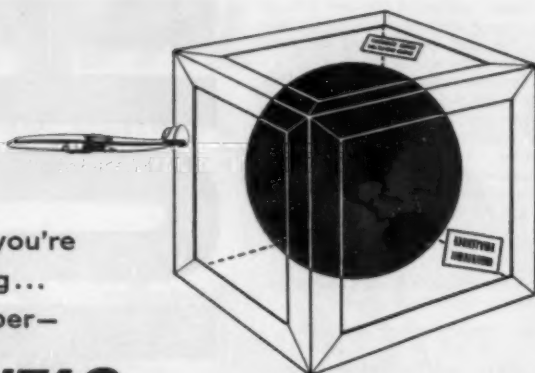
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of discount for such mixed shipments.

Seaboard & Western Airlines' position corresponds with that of the CAB, a highly placed spokesman said. He went on to say:

"Seaboard always has believed, and still believes, the specific commodity rating system is a sound foundation for a tariff structure geared to promoting the development and growth of transatlantic air freight.

"In this connection, we also support the principle of weight break-points on a selective basis for application to commodities which can be justified economically.

"We also concur with the Board's position that a sound mixed-consignment rule will provide incentive which can contribute substantially to the growth of the cargo business."

Commenting on the CAB recommendation, Morton Brautman, president of the Air Freight Forwarders Association, told *Air Transportation*:

"At present, the North Atlantic air carriers are faced with a dilemma of filling the all-cargo aircraft, as well as the combination airplanes, with revenue-making cargo. Very soon, the dilemma will be greatly increased with the advent of jet equipment. The Air Freight Forwarders Association, after an intensive study which included meetings with various key Civil Aeronautics Board staff members, concluded that the only answer to the present dilemma of the North Atlantic air carriers was to immediately institute a workable mixed-consignment rule and some sort of weight breaks in the present rate structure. This is actually a reconfirmation of the association's viewpoint of the past two years.

"For unknown reasons, the IATA carriers on the North Atlantic have been unable to resolve their differences of

opinion and approve a mixed-consignment rule, as well as agree upon the proper weight breaks. Recently, the Civil Aeronautics Board, on the occasion of the



Brautman
"Await IATA results"

annual IATA meeting now being held at Cannes, expressed its views to the United States flag carrier members of IATA. The Board has completely confirmed the association's viewpoints that a mixed-consignment rule will immediately enable air freight forwarders to reconvert to air freight those small shipments now traveling by surface parcel post and ocean freight. The Board also confirms that weight breaks will enable the direct carriers, as well as the forwarders, to further convert parcel post shipments and the heavier ocean freight shipments.

"In the past two years, various attempts at a mixed-consignment rule have been made, but only one mixed-consignment rule is workable. This is a rule that must permit the forwarder to offer a rate competitive to that which he now pays for transportation by other means. Only one rule that was proposed, but rejected, came close to this. We anxiously await the results of the IATA meeting, since the Board's opinion should have a strong effect for the creation of the proper mixed-consignment rule.

"The weight breaks should be effected within the present specific commodity rate structure. However, here again, extreme care must be used to bring about the desired results. We believe that the present rate structure should remain, but in addition, a lower rate requiring a higher weight minimum should be instituted. This will bring about additional revenues without harming the existing revenues."

The International Air Transport Association, at this writing, was in session at Cannes, France. It was considered to be certain that the abovementioned points would be discussed and voted upon by the conferees. Forwarding circles were guardedly optimistic that at least a "worthwhile mixed consigned rule," such as the one which was in existence immediately prior to January 1, 1957, would be passed. This rule's demise raised an international storm in forwarding circles (*AT*; January, 1957; page 14).

Following is the CAB's statement with respect to North Atlantic cargo rates:

The Board reaffirms its endorsement of the specific commodity rating system as providing the soundest foundation upon which to develop the North Atlantic cargo market. This system permits penetration of new markets through selective reductions in rates without sacrifice to the maintenance of optimum carrier revenues. Accordingly, we urge continued development of the present specific commodity rate structure both through further refinement of commodity descriptions by such means as a Commodity Description Guide and through maintenance of all measures necessary to safeguard against the misrating of commodities.

As in the case of passenger transportation, however, the Board is concerned with the critical problem presented by the imminent sharp increase in cargo capacity accompanying introduction of jets and the consequent need for generation of a substantial volume of new traffic if cargo operations are to proceed on an economically sound basis.

The Board is convinced that two steps should be taken immediately as an initial step toward broadening the cargo market base on the North Atlantic. First, it is the Board's opinion that weight break-points should be introduced within the present specific commodity rate structure. We do not favor abandonment of the present specific rating system by substitution of a system based upon the principle of volume discounts from the general cargo rate. Further, we take no position as to whether a uniform break-point for all commodities or varying break-points depending upon the characteristics of the particular commodity in question would be more appropriate. However, we believe that introduction of, at the very least, one break-point throughout the specific commodity rate structure is a necessary step which should be taken at this time in view of the evident need, recognized alike by the carriers and the Board, for generation of greater cargo volume.

As a second measure, the Board urges the carriers to introduce a mixed consignment rule which will provide at least as great an incentive for consolidation of mixed shipments as did the rule which expired January 1, 1957. It is the Board's opinion that, in view of the measures which have been taken in the past few years to tighten the specific commodity rate structure, the risk of incurring abuse of the type which occurred under the previous rule, is minimal."

On the subject of free or reduced fare transportation for forwarders, it had this to say:

"The Board continues to oppose the offering of free or reduced fare transportation to cargo agents and reaffirms its opinion in this regard in the Free and Reduced Rate Transportation Case, Docket No. 2737 et al.

"The Board recognizes that there are certain advantages which accrue from familiarization of travel agents with the carrier's services and the tourist facilities which are available in the area which it serves. However, it continues to be our opinion that similar familiarization in respect of cargo agents is without sufficient merit to warrant special treatment for such agents. While certain water carriers provide privileged transportation for cargo agents as well as travel agents, the competition in the cargo field between water and air carriers is not as intense as in the passenger field since the inherent characteristic of the respective transportation media largely dictate whether or not air services are used for cargo shipments."

PRINTING HEAD

(Continued from Page 10)

postal regulations that stamps be purchased from the Post Office in which the parcel post matter is deposited). Using Los Angeles postage, he grouped shipments of business card orders, and made a daily 100-pound air freight shipment to the Los Angeles Post Office. There the shipment was broken open by the air freight carrier, and the individual packages with the stamps affixed were mailed out at the local parcel post rate.

After five months' use of California postage stamps, Rimmer decided to request from the Assistant Postmaster General a special postage meter permit for Los Angeles metered postage. A plan was worked out so this metered postage could be purchased locally in Boston, remittance being made to the Los Angeles Postmaster.

The whole scheme worked so well, and was accepted so gratefully by over 4,000 of Relief Printing's customers branches, Rimmer said, that at the end of 1951 the same scheme was put into operation to cover the Chicago area. The draw, of course, was that despite the tremendous difference in speed of the two methods of

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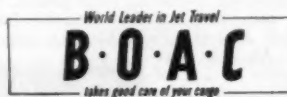
delivery, the air freight-parcel post method cost Los Angeles customers only 13¢ more per pound, and Chicago customers only 5¢ more per pound, than the much slower all-parcel post method.

It is Rimmer's contention that the Post Office should now use its own machinery for combining into bulk shipments the single parcels brought in by individual members of the public as well as by general business. Having gained the low rates applica-



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ble to volume shipments, the extra cost to the public would be about 15¢ or 20¢ per pound, he said. Rimmer maintained that "about 80% of this revenue would become complete profit to the U. S. Post Office—because by using larger shipments by commercial air freight, and pro-rating this over the cost of the small units, there would be practically no increased cost when this is measured against the savings of the slow surface local mailing."

FORWARDERS

AEI STREAMLINES DOCUMENTS

John E. Muhlfeld, vice president-sales, Air Express International, announced the introduction of a copyrighted "streamlined package document" designed to reduce time and expense for shippers in the accelerated era of the budding Jet Age.

Approved for use by customs officials, it combines the shipper's letter of instructions and customs export declarations, enabling the shipper to replace his former procedure with a single-operation one. Muhlfeld said that, on request, AEI will print company names and addresses on the declaration forms. These are available now at any of AEI's 14 offices throughout the United States.



Muhlfeld

EMERY AND ATOMIC ENERGY

Some time ago, Emery Air Freight Corporation handled the Detroit-to-Rome air-shipment of a 465-pound plastic model of the Enrico Fermi Atomic Power Plant, under construction at Laguna Beach, Michigan. The plant was researched, designed, and developed by Atomic Power Development Associates, Inc., a nonprofit organization composed of 43 companies. In Rome the plastic model formed part of the American Atoms for Peace exhibit, which delegates from 30 nations visited. Last month the model was airhailed to Geneva and was exhibited by the Atomic Energy Commission during the UN's second international atomic-energy parley. Emery was scheduled to handle the model's return flight to Detroit at the conclusion of the conference.

Atomic Power Development Associates, Inc., is reported to have said that its "experience with the varied major types of transportation has proved that, where more than casual distance is involved, air transportation is by far the most protective, and therein the ultimately least expensive, of all transportation." James McNulty, vice president-operations, wisely adds:

"There is no doubt that the safe handling record of air freight is superior to that of other forms of transportation, and it is true that considerable packing expense can be eliminated, but it is not wise to simply ignore the need for adequate packing when you ship by air. When you have a delicate shipment to move, we would like to know about it in advance so that precautionary measures in packing and handling can be taken."

SEAWAY AT AIRPORT

Seaway Forwarding Company, headquartered in the Standard Building, Cleveland, Ohio, has established a branch office at Cleveland Hopkins Airport. According to W. W. Zachman, president, the airport office will be open until 11 p.m. from Monday through Friday, handling outbound international air freight. It is located in Hangar 2.

REA IN INTERNATIONAL ROLE

Railway Express Agency, which on the 31st anniversary last month of its Air Express Division began operating officially as an IATA cargo sales agency, points out that its international air gateway cities

are: Baltimore, Boston, Brownsville, Chicago, Dallas, Detroit, Houston, Los Angeles, Miami, New Orleans, New York, Philadelphia, Portland (Oregon), San Francisco, and Seattle. A total of 162 offices has been established as IATA points. In its opening gun, the company said:

"Where rail express is used to the gateways, alone or in combination with air express, rail express export rates, 25% below regular first class, will apply on shipments up to 99 pounds. In weight brackets above that reductions range from 30% to 50%. In those instances where a shipper offers multiple international air shipments to REA at one point of origin, they can be accepted as one lot shipment to the same gateway city. Since the rail or air express charges will apply on the aggregate weight of the several pieces comprising the lot shipment, proportionate savings will be afforded on the domestic haul of the multiple air cargo shipments. The international air cargo rate included in the single prepaid or collect charge assessed on each through shipment will be the lowest applicable published general cargo or specific commodity rate of the IATA carriers."

MILESTONE FOR PARCELAIR

Al Krause, president of American Shipper, Inc., reported that the company's ParcelAir System passed its first milestone on September 1—the millionth pound. The event took place at Los Angeles International Airport. ParcelAir was inaugurated April 3 (see *ParcelAir . . . A New Shipping Idea* in June, 1958 issue).

The company head stated that its five originating terminals, located in Los Angeles, New York, Boston, Chicago, and San Francisco, have turned over to the airlines some 200,000 packages shipped by more than 2,000 firms. ParcelAir sales up to the shipment of the millionth pound topped \$350,000, Krause said. Shortest ParcelAir delivery was only 14 miles; longest was a Los Angeles-Bangor, Maine shipment. Average weight per shipment is seven pounds.

ParcelAir, which combines air freight with truck or parcel post for ultimate door delivery, involves a unique system of prepaid stamps which enables the shipper to



Krause

predetermine freight costs. Paperwork is at a minimum, cutting through various types of red tape. Delivery is made in from two to three days, the company claims, and costs are kept low.

ANOTHER BERNACKI BRANCH

Peter A. Bernacki, Inc., has established a new branch office in Chicago (see *New Offices*). With headquarters in Philadelphia, Bernacki operates two branches in New York, and others in Miami, New Orleans, and Los Angeles. John Bresna serves the Chicago area as district sales representative.

DUMONT PASSES AWAY

It has been learned from abroad that Paul Dumont, general secretary of Federation Internationale des Associations de Transitaires et Assimiles, passed away recently. A lawyer by profession, he was one of the outstanding leaders in FIATA.

SERVICES

Domestic

NEW UAL DC-6A FLIGHTS

United Air Lines last month inaugurated new eastbound DC-6A all-cargo service from Chicago to Boston via New York. The flight departs Chicago at 11 p.m. (CDT) Mondays through Fridays, arriving in New York at 5:39 a.m. (EDT) and Boston at 8:45 a.m. Stops are made at Cleveland, Philadelphia, and Hartford-Springfield. This is the only over-night all-cargo run from Chicago to the East Coast.

SHIFT DETROIT SERVICES

American Airlines and Allegheny Airlines will shift their Detroit services from Willow Run Airport to the new Detroit Metropolitan Airport, on October 1. Detroit Metropolitan is 15 miles closer to the city and some 25 minutes from downtown.

U. S.-Latin America

TSA INAUGURAL FLIGHT

TSA-Transcontinental, Independent Argentine airline, started scheduled operations last month, linking New York and Buenos Aires via Caracas, Rio de Janeiro, and Sao Paulo. Argentine and New York City dignitaries participated in the inaugural ceremonies at New York International Airport.

New York departures are every Monday,

Wednesday, and Friday. Formed two years ago, TSA opened as a purely domestic line operating routes within Argentina, then expanded service to Montevideo. It won authorization of the route five months ago.

NEW LAV SCHEDULE

LAV—The Venezuelan Airline has changed its southbound schedules from New Orleans to Maracaibo and Caracas. Overnight flights have been dropped in favor of daytime flights. New schedules have LAV's *Super Constellations* departing from New Orleans every Sunday, Wednesday, and Friday at 10 a.m. Arrival at Maracaibo is at 5:30 p.m.; at Caracas, 7:30 p.m.—both local times. Northbound schedules remain unchanged.

Worldwide

SAS INCREASES CARGO SPACE

This winter Scandinavian Airlines System will offer to shippers of the world 12% more cargo capacity. SAS' winter schedules will highlight the following round trips per week: Scandinavia-New York, 14 (including seven nonstop); Copenhagen-Los Angeles, six; Copenhagen-Achorage-Tokyo, three; Scandinavia-South America, two; Scandinavia-Middle East, 13; Copenhagen-Montreal, two; Scandinavia-Moscow, three.

CAB

NEW SERVICES IN SOUTH

A tentative vote by the Civil Aeronautics Board recently awarded the following services in Alabama, Georgia, and Florida:

Southern Airways—Serves Huntsville, Alabama on a new route between Atlanta and Memphis. Serves Anniston, Alabama as a stop between Atlanta and Gadsden on its present Atlanta-Memphis route. Flies New Orleans-Eglin AFB-Panama City route.

Eastern Air Lines—Serves Melbourne, Florida on its Florida-Midwest route.

National Airlines—Serves Melbourne, Florida on its Florida-Houston route.

CONTINENTAL SEEKS ROUTES

Denver-based Continental Airlines has applied to the Civil Aeronautics Board for new Southern routes which would bring its transports shuttling between Eastern and Western cities. It proposes services between the following points:

► Miami, Orlando, Jacksonville, Tampa-St. Petersburg-Clearwater, New Orleans,

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Bell & Howell Co.	Foley Brothers, Inc.	The M. W. Kellogg Co.
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► Atlanta, Birmingham, New Orleans, Houston, Dallas, Fort Worth, San Antonio, El Paso, Albuquerque, Tucson, Phoenix, Las Vegas, San Diego, Los Angeles, San Francisco and Oakland.

► Houston, San Antonio, El Paso, Albuquerque, Tucson, Phoenix, Las Vegas, San Diego, Los Angeles, San Francisco and Oakland.

TEXT OF PART 212

Following is the full text of the new Part 212, effective November 5, which recently was added to the Economic Regulations (14 CFR, Chapter I). This was the result of the CAB's decision in the Foreign Off-Route Charter Service Investigation, Docket 7173, which amended the permits of specified foreign air carriers to authorize the holders under regulations prescribed by the Board to engage in charter trips without regard to the points named in those permits. The regulation defines off-route charter trips, specifying the conditions under which such trips can be conducted, and establishes procedures for obtaining the required authorization for individual flights.

2-12.1 *Definitions.* For the purposes of this part:

(a) "Charter trip" means foreign air transportation performed by a foreign air carrier holding a foreign air carrier permit issued pursuant to section 402 of the Act authorizing such carrier to engage in foreign air transportation on an individually ticketed or individually waybilled basis where the entire capacity of one or more aircraft has been engaged for the movement of persons and their baggage or for the movement of property, on a time, mileage or trip basis.

(1) By a person for his own use;

(2) By a person (no part of whose business is the formation of groups for transportation or solicitation or sale of transportation services) for the transportation of a group of persons as agent or representative of such group;

(3) By two or more persons acting jointly for the transportation of such group of persons, or their property;

(4) By an air freight forwarder holding a currently effective letter of registration issued under Part 297 of this subchapter for the carriage of property in foreign air transportation or by a foreign indirect air carrier, whether or not the property to be carried is the result of a previous consolidation;

(5) By a direct air carrier or surface carrier when such aircraft is engaged solely for the transportation of company personnel and cargo or commercial traffic in cases of emergency.

With the consent of the charterer, the foreign air carrier may utilize any unused space for the transportation of company personnel or cargo.

(b) Within the meaning of this part, a charter trip shall not be deemed to include transportation services (1) offered by a foreign air carrier to individual members of the general public, (2) performed by a foreign air carrier under an arrangement with a person (other than an arrangement with a person under the conditions described in subparagraphs (4) and (5) of paragraph 1(a) above) who provides or offers to provide transportation to the general public, or (3) engaged by persons paying for such services an amount

aggregating in excess of the transporting carrier's duly published charter rate or fare: *Provided*, That in the case of a charter trip in which the total charge is prorated among the members of a group, this provision shall not be deemed to preclude the reimbursement of the group representative for reasonable administrative expenses actually incurred in arranging the charter.

(c) "Off-route charter trip" means a charter trip performed by a foreign air carrier between points between which it does not have authority under a foreign air carrier permit issued by the Board to engage in foreign air transportation on an individually ticketed or individually waybilled basis. *Provided*, That this definition shall not include a charter trip between a point in the United States named in the foreign air carrier permit of the carrier performing such charter trip and a point outside the United States which is not so named if such charter trip is operated via, and lands at, the foreign terminal point named in the foreign air carrier permit of such foreign air carrier.

212.2 *Scope of authorization.* Off-Route charter trips may be performed by foreign air carriers, subject to the limitations and regulations set forth in this part, by all direct foreign air carriers who hold currently effective foreign air carrier permits issued by the Board pursuant to section 402 of the Act authorizing such carriers to engage in charter trips in foreign air transportation without regard to the points named in such permits.

212.3 *Tariffs to be filed for off-route charter trips.* No foreign air carrier shall perform any off-route charter trips unless such foreign air carrier shall have on file with the Board a currently effective tariff showing all rates, fares, and charges for such charter trips, and showing the rules, regulations, practices, and services in connection with such transportation.

212.4 *Limitation on the operation of off-route charter trips.* A foreign air carrier shall not perform any off-route charter

trip unless specific authority in the form of a Statement of Authorization to conduct such charter trip has been granted by the Board.

212.5 *Statements of Authorization: Application.* (a) Application for a Statement of Authorization shall be submitted on CAB Form 433 to the Civil Aeronautics Board, addressed to the attention of the Director, Bureau of Air Operations. Upon a showing of good cause, such application may be transmitted by cablegram or telegram or may be made by telephone. Each applicant shall keep on file with the Director, Bureau of Air Operations a copy of its current standard form of charter agreement. Each application shall contain an abstract of the charter agreement setting forth the names and addresses of the operator, the charterer, and their agents, if any; a description of the proposed operations; type aircraft to be flown; and, if reciprocity has not previously been established or if any changes have occurred since the previous Board finding thereon, documentation to establish the extent to which the nation which is the domicile of the applicant grants a similar privilege with respect to United States air carriers. A true copy of the charter agreement actually consummated shall be transmitted to the Director of the Bureau of Air Operations as soon as practicable but in no event later than (15) days after consummation.

(b) Applications shall be filed with the Board at least five days in advance of the date of the commencement of the proposed flight, except that applications for authority to conduct plane-load cargo charters may be filed not less than 48 hours in advance of the proposed flight. Upon a showing that good cause exists for failure to adhere to the above requirements and that waiver of these requirements is in the public interest, applications later submitted may be considered by the Board.

(c) Any party in interest may file a memorandum in support of or in opposition to the grant of an application. Such

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a memorandum shall set forth in detail the reasons why the party believes the application should be granted or denied and shall be accompanied by such data, including affidavits, which it is desired that the Board shall officially notice. Copies of the memorandum shall be served upon the foreign air carrier to whose application such memorandum is directed. Nothing in this subparagraph shall be deemed to preclude the Board from granting or denying an application when the circumstances so warrant without awaiting the filing of memorandum in support of or in opposition to the application.

(d) Except to the extent that the Board shall direct that such information be withheld from public disclosure as hereinafter specified, every application and its supporting documents filed pursuant to this Section shall be open to public inspection, and notice thereof shall be published in the Board's Weekly List of Applications Filed. Any person may make written objection to the Board to the public disclosure of such information or any part thereof, stating the grounds for such objection. If the Board finds that disclosure of such information or part thereof would adversely affect the interests of such person and is not required in the interest of the public, it will order that such information or part be so withheld.

212.6 Issuance of Statement of Authorization. (a) If the Board finds that the proposed charter trip or trips meet the requirements of this part, that the foreign nation which is the domicile of the applicant grants a similar privilege with respect to United States air carriers, and that such charter trip or trips are otherwise in the public interest, it will issue a Statement of Authorization for the conduct of the trip or trips set forth in the application. Such Statement of Authorization may be withheld, conditioned or limited by the Board as the public interest may require.

(b) In passing upon the requirements of the public interest the Board will consider the following things, among others:

(1) Whether the foreign air carrier has previously conducted similar flights on a regular and frequent basis in relation to the regularity and frequency of its on-route charter, scheduled, and non-scheduled operations.

(2) Whether the off-route charter was generated as a result of solicitation of individual members of the traveling public.

(3) Whether the foreign air carrier or its agent or the charterer or its agent has previously violated any of the provisions of this Part.

(c) Action by the Board upon applications for Statements of Authorization shall be published in the Status of Charter Applications attachment to the Weekly List of Applications Filed. Copies of the letter advising the applicant air carrier of the action taken on its application will be made available to interested persons upon request.

212.7 Keeping of records. (a) Each foreign air carrier receiving an authorization under this Part shall make available true copies of all manifests, air waybills, invoices and other traffic documents covering flights originating or terminating in the United States, at a place in the United States where such documents may be inspected upon request by an authorized representative of the Board or the Civil Aeronautics Administration.

NEW OFFICES

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Chicago—5100 West 63 Street. Phone: LUdow 2-7500. TWX: CG 3517. District sales representative: John Bresna.

RANSA

Chicago—5315 W. 63rd St. Phone: LUdow 2-7444. District sales representative: William Karl.

SEAWAY FORWARDING CO.

Cleveland—Hangar 2, Cleveland Hopkins Airport.

RATES

EMERY REDUCES RATES

Emery Air Freight Corporation has established new lower commodity rates on printing plates, electros, motion picture film, TV tape, and aircraft and missile parts.

Said to be the lowest in company history, the new rates for graphic arts materials, film, and tape are reported to save from 10¢ to more than \$40 per shipment for comparable fast air service, depending on weight and distance. New minimum is \$3.40. These rate changes affect graphic arts materials shipments moving between New York and Chicago and 20 key points; and film and TV tape moving between New York, Chicago, and Los Angeles and 43 other key cities.

The new rates for aircraft and missile parts "combine the lowest charges in company history for cargo over 200 pounds and a new \$5 minimum that is less than regular air freight."

IATA

TRANSATLANTIC CARGO UP

Cargo traffic over the North Atlantic during the second quarter of this year rose 12.3%, according to official figures released by the International Air Transport Association. The April-June total was 5,159,608 kilos. Following are the eastbound and westbound cargo totals:

	April	May	June	Total Kilos
Passenger		Eastbound		
Flights	582,883	571,574	578,625	1,733,082
Cargo	224,190	248,079	242,363	714,632
Flights	807,073	819,653	820,988	2,447,714
Total		Westbound		
Passenger	637,855	712,432	704,247	2,054,534
Cargo	230,101	268,537	218,722	657,360
Flights	867,956	920,969	922,969	2,711,894

REAL BECOMES NO. 86

The Brazilian carrier, REAL-Aerovias Nacional has become the 86th active member of the International Air Transport Association. REAL operates between Brazil and the United States and Latin America. Its headquarters are in Sao Paulo. It is the fourth Brazilian airline to become an active member in the world airlines organization.

AIRPORTS

FRANKFURT TO TAKE JETS

Germany's key airport and one of the busiest in Europe, Rhein-Main Airport, Frankfurt, is having its main runway lengthened to accommodate jet transports. It is reported that Rhein-Main will follow the lead of Shannon, Orly, and Schiphol Airports by becoming Europe's fourth tax-free area.

SHANNON BOOMING

The Shannon Duty-Free Airport Development Authority reports that an all-time monthly traffic record was set in June when 1,352 landings were recorded, an average of about 45 per day. This bettered the previous June total by 38%. Previous high was set in August, 1955, when 1,200 aircraft touched down. A new runway is under construction for jets.

SEATTLE-TACOMA REPORT

Freight handlings at Seattle-Tacoma Airport continued to fall in June, the total dropping to 2,210,501 pounds for the month, as compared with 2,926,480 pounds for the same month a year ago. In the first half, freight handlings are at 13,318,634 pounds—1,942,111 pounds below last year's first half. Although express handlings, at 214,053 pounds, showed an improvement over the June, 1957 figure, the total of 1,277,520 pounds for the first half is 11,753 under the comparable half last year.

In July, freight handlings were still down from the comparable month of 1957, while express handlings were up. Freight that month was at 2,437,960 pounds, as against 2,874,965; express was at 228,372 pounds, as compared with 187,877 pounds.

These figures include the statistics of American, Northwest, Pan Am, Pacific Northwest, Trans-Canada, United, and Western.

FRIENDSHIP AIRPORT BACKED

In an initial decision by CAB Examiner Leslie G. Donohue in the Washington-

Baltimore Adequacy of Service Investigation, Baltimore's Friendship International Airport was recommended to receive 10% of Washington, D. C.'s anticipated traffic load within the next 12 to 18 months. Donohue said that the facilities at Washington National Airport would be inadequate after the stated period. Friendship is 10 miles south of Baltimore and 33 miles from the nation's capital.

MAIL

RATE BOOST EFFECT?

Trans-Texas Airways reports that during the first two weeks of the new 7¢ air mail rate, air mail tonnage handled by its 40 stations dropped 14.7%. The local service carrier said that "this may just be an initial reaction," but added that July (the last month at the old 6¢ rate) was TTA's peak month this year, which was "against the usual trend."

CHA MAIL RECORD

Chicago Helicopter Airways, which recently celebrated a birthday, reports that in the nine years of its existence it has air-lifted 1,235,220,000 letters weighing a total of 24,704,000 pounds. Starting operations on August 20, 1949, as Helicopter Air Service, it performed an experimental helicopter mail service in the Chicago area. Seven years later it started transporting passengers. CHA operates a fleet of five Sikorsky S-58s and three Bell 47s.

FRENCH AIR MAIL SERVICE

The fortieth anniversary of regular air mail service in France was celebrated August 17. First cargo of letters, flown from Paris to Saint-Nazaire, consisted of 50 pieces. There were also 11 pounds of printed matter aboard the bimotor Letort aircraft. This first regularly scheduled air mail was delivered to American troops stationed in the Saint-Nazaire area at that time. Air France points out that actually the first time mail was transported by plane in France was on October 15, 1913, when a batch of letters were flown from Paris to Bordeaux. Today, Air France annually flies more than 800 million letters (over 17½ million pounds) within France. Last year, the carrier's aircraft hauled 36,732,000 pounds of mail (15,270,000 ton-miles) on its global network.

COMMERCIAL AIRCRAFT

COMET 4 IN RECORD FLIGHT

The "fastest long flight ever made by an airliner" was completed last month by the first of BOAC's new fleet of Comet 4 jets. Basil Smallpiece, managing director of the British airline, was among the 30 passengers aboard the plane on a 7,925-mile flight from the China Sea to Britain. The flight was made in 16:16 hours flying time, averaging 487 miles per hour.

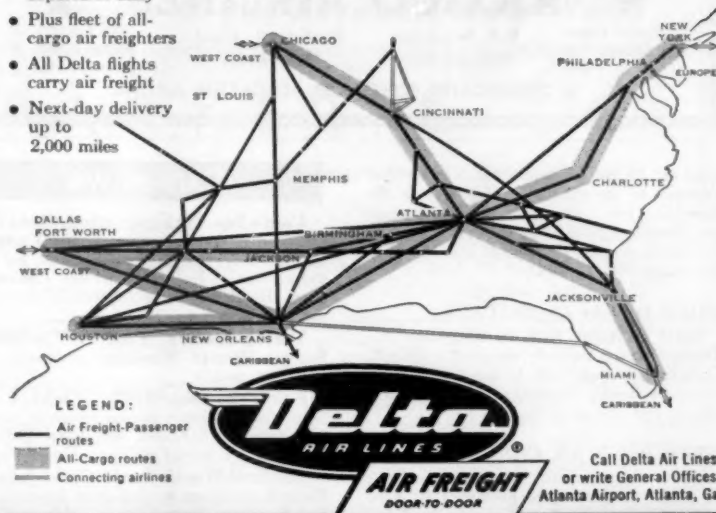
Presstime News Flash!

The British stole the march in the race to be the first to operate commercial jet flights across the Atlantic when two de Havilland Comet 4s in the service of British Overseas Airways Corporation turned the trick. One BOAC jet flew from New York to London in 6:12 hours; the other flew from London to New York in 9:16 hours. The two flights made on October 4 beat by three weeks the Pan Am effort to be first.

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Atlanta Airport, Atlanta, Ga.

ELECTRA GOES ABROAD

This month the Lockheed propjet *Electra* is due to be unveiled in Europe and the Middle East. Burt C. Monesmith, Lockheed vice president and California Division general manager, said that the itinerary probably will include Amsterdam, Brussels, Copenhagen, Oslo, Stockholm, Cologne, Zurich, Vienna, Istanbul, Teheran, New Delhi, Bombay, Athens, Rome, Paris, London, Wiesbaden, Dublin, Keflavik, and Argentina. Monesmith wants to "give more people an opportunity to see our new airplane, and get the real feel of *Electra* flight. Cargo men and shippers, of course, will be interested in its freight-carrying ability. With cruising speeds in excess of 400 miles per hour, the propjet can make the Amsterdam-Rome run in 2:20 hours, and Brussels-Zurich in an hour. The *Electra* has 517 cubic feet of cargo space.

The *Electra* is reported to be ready for airline service. Orders have been placed by Aeronaives de Mexico, American Airlines, Ansett-ANA of Australia, Braniff International Airways, Cathay-Pacific Airways, Eastern Air Lines, Garuda Indonesian Airways, KLM Royal Dutch Airlines, National Airlines, PSA-Pacific Southwest Airlines, Qantas Empire Airways, Tasman Empire Airways, Trans Australian Airlines, and Western Air Lines.

BRITANNIA MAKES GAINS

This month the British independent airline, Air Charter, Ltd. receives its first *Britannia*. The carrier is the first independent to operate this plane. Bristol

Aeroplane Co., Ltd., manufacturer of the *Britannia*, also announced that Cubana, which originally had ordered two of the propjets, has doubled its order.

Meanwhile, it is reported that during the first six months of its *Britannia* service, El Al made 190 transatlantic flights, of which 186 were nonstop. During the last two months of the half-year period, aircraft utilization averaged 8.5 hours per day. The Israeli airline has taken up its option on a fourth *Britannia*, delivery expected in February or March. In the interim, a Model 305 has been leased from Bristol.

BEA DH-121 DEAL APPROVED

The British Government recently approved a contract between British European Airways and Aircraft Manufacturing Co., Ltd. for the purchase of 24 DH-121 jets. Airco, formed early this year, has de Havilland, Hunting, and Fairey as participants. A short- and medium-haul transport with a maximum cruising speed exceeding 600 miles per hour, it will be delivered between 1964 and 1966. Cost of these aircraft will be approximately 29 million (\$81.2 million).

It also was reported from London that BEA has begun disposing of its 20 *Elizabethans*. In service 6½ years, the airline's transports of this type made 90,000 flights,

UAL RECEIVES LAST DC-6A

United Air Lines has taken delivery of its last ordered DC-6A airfreighter. It also represents the last of the piston-engine transports purchased by the company before converting to jet operation.

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Mitchell 2-4605

N. Y. Int'l Airport
Olympia 6-5965

Atlanta Munic. Airport
POplar 6-8356

(New Orleans)
Moisant Airport
Kenner 71-1466

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covering 30 million miles. This is another example of the gradual giving way to the oncoming jets. Currently operating propjet Viscounts, BEA anticipates receiving the faster propjet *Vanguards* and the pure jet *Comet 4Bs* in 1960.

MORE DC-6As IN BRITAIN

Eagle Aviation and Hunting-Clan Air Transport each recently received a DC-6A. Eagle's new plane will be used in general transport work; Hunting's goes into service on the Africargo run.

AYER BUYS AA CONVAIRS

Twenty-four Convair 240s have been sold by American Airlines to Frederick B. Ayer & Associates, Inc. A transaction involving \$6 million, it was described as the biggest deal of its kind in aviation history. According to Frederick B. Ayer, president of the international aircraft sales firm, the Convairst would be sold to airlines at \$250,000 each, and to corporations for use as executive transports at \$385,000 each. The latter, dubbed the Executive Ayer-liner, will be custom-converted. C. R. Smith, president of American Airlines, said that the two dozen Convairst were tentatively scheduled to change hands by January 1, 1960, as they are replaced by AA's ordered propjets and jets. The airline has Lockheed *Electras* and Boeing 707s on order.

MILITARY AIRCRAFT

HERCULES STARS IN AIRLIFT

A total of 100 *Hercules* C-130 propjets participated in the airlift to Turkey and Lebanon during the recent Middle East crisis. Fifty-two of the Lockheed-built transports flew from Evreux, France, and the rest from Tactical Air Command bases in the United States. In one instance, 10 C-130s hauled 224,000 pounds of iron pipe fittings to Adana for an urgently required water line for the Turkish base. The 322nd Air Division (Combat Cargo) lifted some six million pounds of cargo, plus 3,533 fully armed and equipped troops, in 11 days, without warning or buildup.

NO. 100 FOR S-56

The 100th S-56 helicopter has rolled off the production lines at Sikorsky Aircraft, for delivery to the Marine Corps as a troop and cargo transport. In Marine service it is known as the HR2S-1. The Army has it designated the H-37A *Mojave*.

CLUB NEWS

Columbus Transportation Club: The club's new president is James Clarence Mason, freight sales representative for the Pennsylvania Railroad in the Columbus area. He has been a member of the club for 20 years.

Transportation Club of Atlanta: Senator Herman Talmadge addressed the club last month.

San Francisco Traffic Club: U. S. Steel Corporation's public relations manager, John V. Schuafel, was guest speaker at the club's recent Shippers Guest Night.

Oakland World Trade Club: John B. Harbell, assistant professor of business at San Francisco State College, addressed the club at its September 4 meeting.

Transportation Club of Kansas City, Inc.: Grant Moran, general traffic manager, Western Auto Supply Company, was honored as the Transportation Man of the Year.

Automotive Exporters Club: The following officers were unanimously elected at the September 9 meeting in Chicago: Frank M. Connor (C. E. Niehoff & Co.), president; M. J. Correa (M. Correa & Son), vice president; Norman Olsen (Nuerdt, Wilton & Associates, Inc.), treasurer; Thomas L. Brejcha (Roesch & Crosby), secretary; Walter Pfeifer (Engineering Equipment Co.), A. S. Lebovitz (Republic Sales Co.), and Floyd Bartlett (Victor Manufacturing & Gasket Co.), directors.

CONGRATULATIONS

UNITED STATES AIRLINES

Alaska: O. L. Slay appointed general sales manager of Alaska Airlines. He began his air transportation career after the war with Eastern, later serving Slick as Western regional manager.



Slay
Alaska



Reynolds
American

American: H. Don Reynolds takes the position, newly created within the Sales Department, of general traffic manager. His aviation background covers more than 15 years, and includes service with the Civil Aeronautics Board, Pan American, and Northwest.

Central: All principal officers of the local service airline reelected: Keith Kahle, president; Luther Hudson, vice chairman-general counsel; F. E. Howe, executive vice president-treasurer; A. S. Aldridge, vice president-traffic and sales; R. L. Wageneck, vice president-operations; and C. E. Lundstrom, secretary-assistant treasurer.

Branniff: L. J. Priester upper to the position of assistant to the general traffic and sales manager. During his 12 years in the aviation industry, he has been associated with the Air Transport Association, Chicago & Southern Airlines, and Air Cargo, Inc. . . . Arthur D. Thomas relinquishes



Woodruff



Priester

Elevated at Branniff

the position now taken by Priester to become manager of sales training. His association with the airline began seven years ago. . . . Jack M. Woodruff named manager of cargo sales. After active service with the Air Force, he joined the operations department of the airline in 1945, and the sales staff in 1956.

Continental: Marvin L. Davis and Chris F. Whelan, elevated to vice presidents. Davis, who comes from Denver, joined the airline in 1953 as system traffic manager after having served Pioneer Airlines as general traffic and sales manager. Whelan, a



Davis



Whelan

New Continental vice presidents

New Yorker, was with American Airlines for the past 19 years, last working as director of schedule planning and forecasting. In their new offices, Davis will head up sales, while Whelan will be in charge of economic planning-sales.

Northeast: Harry F. Zimmerman elected assistant treasurer.

Western: Douglas Neely appointed Orange County (California) sales manager.

Flying Tiger Line: John L. Higgins, formerly assistant vice president of sales, has been named vice president of The Flying Tiger Line. In his new post, Higgins will be in charge of the company's



Higgins



Cussen

New officers at Flying Tiger

domestic and international sales organization, including both air freight and contract operations. Higgins succeeds George T. Cussen, who has been appointed regional vice president at San Francisco.

Northwest: John H. May takes the newly-created position of district sales manager at Miami, Florida. Having joined Northwest in 1949, he was named Salesman of the Year in 1952

and Sales Manager of the Year in 1955 . . . William J. Kenney becomes district sales manager at Milwaukee. His association with the airline extends back to 1946. For the past four years he has been assistant district sales manager at Chicago . . . M. C. (Hank) Lund named district manager of operations in Minneapolis-St. Paul. He formerly held a similar position in Detroit. He has been with Northwest since 1942.



May
Northwest

FOREIGN AIRLINES

Alitalia: Frank M. Turano appointed cargo sales manager. He comes immediately from TWA where he was assistant director of cargo sales, and is a veteran in transportation with wide experience in export-import and international cargo. He was formally employed by the Panama Steamship Line. During the war Turano served the Army, Navy, and Marines in the South Pacific.



Lindbergh
TSA



Turano
Alitalia

TSA: Victor Lindbergh, former general sales manager of U. S. Airlines, also formerly associated with Northeast Airlines, appointed cargo sales representative of the independent Argentine airline with headquarters in New York. Lindbergh most recently served as New York sales manager of Trailways Van Lines.

BOAC: William J. Doheny named resident sales representative, New Jersey. Prior to his two years of service with

BOAC, he spent eight years in New York with Trans-Canada.

Japan: Roland W. (Mike) Walsh joins the airline as special sales representative in Chicago. He was formerly with TWA, Philippine, and Northwest. He replaces Robert Cann, who has taken over the management of the newly opened district sales office in Cleveland.



Walsh
Japan



Viale-Rigo
LAV

LAV: Hector Font Viale-Rigo elected president. Formerly vice president, he has taken the place of Colonel Antonio Briceno Linares, who has been appointed Chief of the Venezuelan Air Force. Still barely 30 years old, Font has previously held many important Government positions in Venezuela.

Ransa: William Karl named district sales representative in the Chicago area. He was formerly associated with Holland Highway Express, Inc. in New York and Chicago, and with Pan-Maritime Cargo Service, Inc. in Miami.

Swissair: William B. Carr appointed advertising manager, succeeding Jess Brandt, who has resigned.

AIRCRAFT MANUFACTURERS

Fairchild: Ralph S. Stillman elected to the board of directors. He is concurrently president and director of the Grace National Bank of New York . . . Floyd S. Bennett, Jr., a director of many business organizations, appointed comptrol-

ler . . . Harold K. Pederson elevated to treasurer.

Vertol: Mrs. Peg. G. Coale takes the post of manager of public relations.

Helio: Robert B. Kinnach becomes assistant to the president in charge of sales.

INDUSTRIAL TRAFFIC

Nopco Chemical Co.: I. Alfred Biondi named director of materials, handling and distribution. In addition he will head all the company's traffic, shipping, receiving and warehousing operations.

Sulphur Export Corp.: Paul V. Kline and F. A. Kenney appointed respectively traffic manager and assistant traffic manager. They come from Freeport Sulphur Co. and from Texas Gulf Sulphur Co., two of the firm's parent companies.

Columbia-Southern Chemical Corp.: G. J. Lambillotte becomes assistant general traffic manager.

National Tea Co.: Robert Hatley named traffic manager at Memphis . . . James Ciatti named traffic manager of National Food Stores, Inc., at Milwaukee . . . A. L. Alexander appointed traffic manager of National Food Stores, Inc., at Kalamazoo, Mich.

Container Transport International, Inc.: C. Byron Schenck becomes general traffic manager.

Jones & Laughlin Steel Corp.: Edward H. Ashton, chief clerk for the Transportation Division, elevated to general supervisor of that department. He has been with the firm for 30 years.

Sun Oil Co.: Lee A. Christiansen, with the company since 1949, succeeds Thomas G. Rabbitt as general manager of the traffic department. Rabbitt is on special assignment for Sun.

Universal-Cyclops Steel Corp.: George C. Bush has taken over as general traffic manager. He joined the firm last September.

Hooker Chemical Corp.: Percy T. Brewbaker appointed traffic manager of the phosphorus division.

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William J. Healey named district traffic manager at Boston.

Hyster Company: Don W. Sheedy named traffic manager at the Danville plant.

United States Gypsum Co.: The following appointments and title changes have been made in the Traffic Department: J. J. Murphy, formerly traffic manager-motor transportation, becomes assistant general traffic manager; E. J. Wahl, formerly supervisor-motor rates and service, becomes assistant traffic manager-motor transportation; D. R. Vandermyde, formerly senior rate clerk-motor, becomes supervisor-motor rates and service; T. S. Turton, formerly supervisor-traffic research, becomes traffic manager-research and audit; W. G. Gray, formerly traffic analyst in the research section, becomes assistant traffic manager-research and audit; R. A. Sandberg, formerly traffic analyst in the research section, to supervisor-traffic research; R. W. Dahlberg, formerly senior rate clerk-damage claims and prevention, to assistant traffic manager-rail transportation; and H. L. Frisbie, formerly traffic clerk in the Los Angeles traffic department, to assistant Western traffic manager, headquartered in Los Angeles.

Emery Industries, Inc.: Robert A. Behrmann appointed director of purchases and traffic.

Dannen Mills: Norman Walker named traffic manager at St. Joseph, Mo.

Pennsalt Chemicals Corp.: Ross L. Randall assumes traffic duties at Tacoma, Wash.

Armco Steel Corp.: John N. Lind elevated to director of transportation . . . In the Armco Division, R. W. Kelly becomes general traffic manager; William

Rehse becomes traffic manager-service; and D. F. Earhart becomes traffic manager-rates.

The Western Electric Co.: Ray M. Herrick named general traffic manager of the Purchasing and Traffic Division.

Purolator Products, Inc.: Charles H. Harbutt is made traffic manager.

Keystone Steel & Wire Co.: Carl M. Abernathy named traffic manager.

Bethlehem Steel Company: J. M. Cook assumes the duties of district traffic manager at Pittsburgh.

Colorado Fuel & Iron Corp.: Gordon P. Smith elected director of traffic with offices at Claymont, Dela.

E. I. du Pont de Nemours & Co.: The following changes have been made in the traffic department personnel: Charles A. Appenzeller promoted to traffic manager; Paul J. Keehan and J. Francis Walsh become assistant traffic managers; E. Clarke Solomon appointed manager of the trucking division; and Robert T. Robinson becomes manager of the car operating division.

Burlington Industries, Inc.: William L. Fayle succeeds the late A. L. McArthur, Jr. as director of transportation.

MATERIALS HANDLING

Baker Industrial Trucks: William W. Kearney named as manager of manufacturing. Before joining Baker in 1957 he served with the Electronics Division of Otis Elevator Company, Brooklyn, N. Y. and with the Northrup Aircraft Company of Anaheim, California . . . Jan Uytterlinde appointed product manager. He has in the past been connected with Towmotor and Hyster.

Continental-Diamond Fibre Corp.: Martin D. Blumenthal takes the new post of supervisor, materials handling containers sales.

MAINTENANCE

Lockheed Aircraft Maintenance: H. J. "Joe" Chase elected vice president of maintenance operations. Before joining Lockheed in 1954, he served with Pan American and also with its affiliate, Panair do Brasil . . . D. O. Wood elected vice president-engineering and research. His association with Lockheed goes back to 1940.

GOVERNMENT

Civil Aeronautics Board: Francis H. McAdams appointed assistant to Colonel Harmer D. Denny. He has been associated with a law firm for the past several years, prior to which he was with the Civil Aeronautics Board.

MILITARY

Department of the Army: Brigadier General Richard D. Meyer assumes duties as Deputy Chief of Transportation for Aviation, a newly created position on the staff of Major General F. S. Besson, Jr., U. S. Army Chief of Transportation . . . Colonel Lawrence D. Lally appointed assistant Army chief of transportation for traffic. He replaces Brigadier General Morton E. Townes, who has assumed command of the U. S. Army Transportation Terminal Command, Gulf, at New Orleans.

FACTS & FIGURES

U. S. AIRLINES

Aaxico: A record 117,599 pounds of freight, express, and mail were airlifted

by the all-cargo carrier on July 18, the biggest single day it has enjoyed since the start of operations in November, 1956. Atlanta, which likewise reported a record-breaking day, contributed more than 49,000 pounds to the total, about one-fifth of this destined to Europe. Ollie Stern, vice president-sales, said that "northbound load factors have been steadily increasing since January, 1958, to where they even surpassed southbound loads since May. Aaxico is some 20% ahead of the 1957 volume. It is anticipated that this rate of increase will be doubled before the year is out.

American: The airline carried 43,141,000 ton-miles of freight in the first half of 1958. This represented a 2.7% increase over the same period last year.

Flying Tiger: A new all-time high of \$5,278,567 in air freight revenues was reported for the first half. June, normally a low-revenue month, showed the most important gain of any month in the six-month period. Increase over the January-June, 1957 period was some 10%. The June gain over the same month a year ago was 24%. In April, freight ton-miles flown by Tiger exceeded those of any other United States air carrier.

Northwest: With operating revenues at \$5,643,000 for the first half of 1958, the airline produced a 14.7% increase over the first half of last year. Estimated profit from operations before interest, taxes, and property disposal was \$1,140,000, a jump of 75.4%.

Pan American: Willis G. Lipscomb reported that Pan Am's eastbound transatlantic flights during the seven-day period ending August 16 established a new high mark for a single week, flying 152,574 pounds. This was 29% higher than the best previous week of eastbound flights. Pan Am is 17% ahead of last year's eastbound total for the January-June half.

Resort: Operating Revenues for the first half of 1958 totaled \$3,146,674, with net at \$693,215 (18¢ per share). Same half last year brought operating revenues of \$4,295,555, with a net of \$466,685 (12¢ per share).

Seaboard & Western: Second-quarter revenues were \$6,044,202, with a net profit of \$301,955 (30¢ per share), as against last year's April-June revenues of \$7,154,603, with a net profit of \$503,068 after taxes (50¢ per share). For the first half of 1958, revenues were at \$9,632,078, representing a net loss of \$1,223,269. The comparable half of 1957 produced revenues of \$11,991,352, bringing a net profit of \$661,779 after taxes (66¢ per share) . . . Seaboard registered a whopping 86% increase in July, compared with the same month a year ago. A record 1,683,000 ton-miles were flown. This was the first time the all-cargo line exceeded the 1½ million ton-mile mark. Below the 1957 level until April, Seaboard traffic to Europe has recovered to the point where it is 21% ahead for the first seven months.

Trans-Texas: The local service airline set a new monthly freight record in July when it flew 213,198 pounds.

Trans-World: June revenues were at \$29,078,000, showing a net profit of \$2,163,000 after taxes. Last June, TWA's total revenues were \$26,397,000, netting \$1,877,000. Total revenues for the first half of 1958 amounted to \$136,519,000, bringing a net loss of \$11,931,000. In 1957, the first half figures showed total revenues of \$119,524,000, representing a net loss of \$1,114,000.

United: Freight ton-miles in the first

half of this year reached 28,607,000, a rise of 6% over January-June, 1957. Express in this period was at 4,662,000, chalking up a similar increase of 6%. In the April-June quarter, freight dropped 1%, while express leaped up 52%, a reflection of last year's REA strike . . . Freight, at 5,090,000 in July, was off 2% from last year's July total. Express jumped 45%, reaching a total of 805,000 ton-miles . . . R. L. Mangold, manager of cargo sales, reported that an all-time company record for freight flown in a single day was established on August 15 when UAL's transports flew 295,524 ton-miles. Best previous mark, set on September 27 last year, was 281,461 ton-miles.

FOREIGN AIRLINES:

BEA: A total of 849,600 freight ton-miles was flown in April, rising 13.8% above the April, 1957 total of 746,300 ton miles . . . In May, freight ton-miles were at 974,200, 8.2% above the May, 1957, total. Another substantial rise was produced in June when BEA aircraft exceeded last year's freight total by 19.6%, accounting for 948,600 ton-miles . . . BEA's annual report shows the corporation to have earned during the 1957-58 fiscal year the largest profit in its history. Profit was \$2,953,460 after interest and before taxes. It topped the airline's best previous year by \$1,263,340.

BOAC: The British carrier earned record gross revenues of approximately \$150 million in the fiscal year ending March 31; but in spite of this showing, it lost \$7,950,180. BOAC's operations actually earned a profit of \$361,541, but dropped \$1.6 million on its interests in associated and subsidiary firms, as well as on the payment of \$6.6 million interest on capital. Sir Gerard d'Erlanger, chairman, stated that delays in delivering *Britannias*, the North American economic recession, and a drop in prices of primary commodities contributed to the loss picture. He pointed out also that "BOAC has been subject to the added disadvantage of carrying an exceptional burden of expense and responsibility whenever we have been called upon to introduce a new British type of aircraft into service." He added that "there is no other country in the world which expects its airlines to bear the additional expense entailed by this work of developing a new aircraft to make it fit for competitive service and for export" . . . The first four months of the British carrier's current fiscal year (April-July) have produced a 32% increase in transatlantic business. On Eastern routes the revenue increase has been "negligible," while African route revenue has dropped. Result: overall loss of \$1,120,000 for the period . . . BOAC flew a total of 35,238,327 ton-miles of commercial freight in the 1957-58 fiscal year, as against 32,439,413 the year before. Tonnage was 7,981.9, as against 7,483.8.

East African: In the January 1-June 17 period of this year, East African's cargo lift dropped to a total of 994 tons. Last year's total for the same period was 1,122 tons.

Irish: Figures just released indicate that a total of 8,334 tons of freight and mail was hauled in fiscal 1957-58, ended March 31.

LAV: The Venezuelan airline reported an increase of 7.3% in southbound cargo traffic from New York and Miami during the second quarter. Total lifted was 1,235,585 pounds. Last year's comparable quarter showed a total of 1,151,634 pounds. The first quarter of 1958 had shown a 3.7% decline. It was further reported that

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the New York air export total was the best in five years.

Scandinavian: Anker Palvig, United States cargo sales manager, reports a 42% jump in eastbound transatlantic freight traffic in July, as compared with the same month a year ago. In June, freight dollar revenues upped 26% as against June, 1957. Combined dollar revenues from the carrier's eastbound freight lift in June-July registered a 34% increase over the same two-month period last year. Palvig not only sees recovery from the recent recession, but points to increasing usage of SAS by Midwest and West Coast shippers . . .

August was the best cargo month in SAS history. Dollar revenues were 40% greater than in August of last year.

FORWARDERS

Emery Air Freight: Second-quarter revenue (\$2,382,298) rose 2.6% above the first quarter revenue total, while earnings increased 7.2%. Last year's second quarter (\$3,095,302) was higher by reason of the REA strike which reacted favorably on Emery traffic. Net income, after taxes, for the second quarter was \$87,318, as against \$81,450 for the first quarter—in each case equivalent to 12¢ per share. The future looks good, the company says.

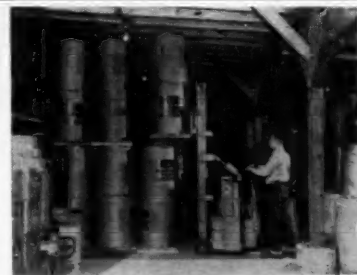
NEW EQUIPMENT FOR THE *Shipper & Carrier*

An operator's cab with ample room for comfort and offering full visibility has been introduced by Yale Materials Handling Division, The Yale & Towne Manufacturing Company, as optional equipment on its line of G-3, 15,000- to 20,000-pound capacity line of gasoline powered lift trucks. The maker said that without interfering with the placement of an overhead canopy guard, the cab provides 43½" from the seat to the roof to give the operator plenty of headroom.

More than 40 square feet of heat-resistant, safety glass in panels surround the operator in the cab giving him visibility to the front, rear and all sides as well as up at his load in the raised position, it was reported. Yale said this visibility is in keeping with the overall design of the truck whose channels provide 300% greater visibility than comparable models. The cab can be entered from either side through sliding doors which eliminate the danger of damage inherent in swinging type doors. For hot weather operation, the G-3 cab can be ventilated through the rear window which is hinged to be swung out. A windshield wiper is standard equipment and a heater and defroster can be installed as optional. With the exception of the window panels, the whole Yale G-3 cab is of steel construction mounted in rubber.

An extremely compact, counterbalanced-type JackStacker walkie truck developed

by Lewis-Shepard Products, Inc., is reported to allow high stacking loads in minimum aisle space. This truck, which has a 1,000-pound capacity, has an overall length of 63¾" with a 24" long load. It will maneuver and high stack goods in aisles as little as 5' 10" wide with a 24" long load, extremely narrow for a counter-



balanced-type truck. The walkie has been recommended for situations where operating space is at a premium yet where the features of a counterbalanced-type truck are desirable. It is "lubricated-for-life, eliminating all periodic lubrications." The truck operated from a control handle while walking along with it. All controls, including brake, traction, lifting lower and tilt, are centrally located in the handle.

Cushman Motors has introduced its new flat bed electric Truckster. Capable of carrying a 1,000 pound pay load, plus operator and passenger, in 50" passageways, the three-wheel electric is reported to have been tested for over eight months and approved for use by a leading aircraft company. The unit features two forward and one reverse speed; automotive-type steering; hydraulic brakes; over 19 square feet of load-carrying space; heavy duty batteries, with range up to 80 miles; and rigid unitized construction. An all-weather
(Concluded on Page 32, Column 3)

BOOKS

We say it flatly: you owe it to yourself to read Germaine Tillon's *Algeria: The Realities* (Alfred A. Knopf; 115 pages; \$2.50). Mile. Tillon, a distinguished specialist on Algerian sociology and a wartime Resistance heroine, wastes neither space nor time in developing her hard-hitting theme. Sans literary embroidery, she plunges into the underlying causes of today's shocking conditions in Algeria, and their inevitable portent if drastic steps are not taken immediately. "There are duties that are simple," she says, "cruel but simple." Mile. Tillon does not halt at pointing out the festering sores; she offers a cure as coldly clinical as a master surgeon. This little book carries a heavyweight wallop. . . . W. Phillips Davison's *The Berlin Blockade*

(Princeton University Press; 423 pages; \$7.50) is an important book. Here is a lucid study of cold-war politics. Davison throws a revealing spotlight on the vastly different techniques of Western and Soviet diplomacy, the events leading up to the Russian blockade of Berlin and the resultant airlift to keep the city alive. Communist strong-arm methods, the impact of public opinion. A comprehensive, well-documented work prepared as part of the research program undertaken for the USAF by The Rand Corporation.

Want to be taken out of yourself? Then read *House in Mexico* (Hastings House; 214 pages; \$4.50). Carleton Beals spent two of the happiest years of his life living in the little village of Coyoacan, and he has written a happy book about the cheerful household he maintained there, the friends he made (both humble and notable), and the grueling horseback trips he took across the mountains into remote parts of Mexico. Chatty, informative, interesting, and entertaining, the book is always dominated by Beals' own likable personality. Twenty-one authors are represented in *The Saturday Evening Post Stories: 1957* (Random House; 314 pages; \$3.50). Their output of 18 short tales and two novelettes—one of the shorts is co-authored—make well-balanced reading fare. What with such writers as William Saroyan, Vina Delmar, Ray Bradbury, William Faulkner, and Gerald Kersh represented, you can't miss with this anthology of popular stories.

Col. Gregory (Pappy) Boyington, USMC, Ret., famous World War II ace, is surprisingly handy with a pen (unless there's a ghost writer lurking somewhere). His *Baa Baa Black Sheep* (G. P. Putnam's Sons; 334 pages; \$4.50) is a better-than-average book: an honest mirror of a man stirringly told. Home the hero, ticker-tape parade and all, Boyington skidded into obscurity. He failed at everything he touched, became an alcoholic, and was saved from a disastrous end by members of Alcoholics Anonymous who helped him to recapture respectability. Nor is the book all postwar Boyington. His stories of the history-making Flying Tigers, the Chiang Kai-sheks, and wartime flying are both direct and vivid. . . . An airman's biography of another stripe is RAF Air Chief Marshal Sir Basil Embry's *Mission Completed* (Frederick A. Praeger; 350 pages; \$5.50). His career, spanning almost the life of the RAF itself, has been one of action and devotion to an ideal. Whether he is writing of his early training days, or of combat, or of capture and escape, or of the headaches in keeping the RAF strong after the war, the author is always interesting and informative without relying on a flamboyant style.

Credit Mary Renault with one of the best novels of the year—*Kings Must Die* (Pantheon Books; 338 pages; \$4.50). The English writer who has followed up her *The Last of the Wine* with this stunning story laid in ancient Greece, now must be considered one of the top historical novelists. Her particular telling of the legend of Theseus, her melting of mythology and modern story writing, reach to perfection itself. Mary Renault is a great talent. She has given us a learned work wrapped in magic and color and vibrancy. . . . The best parts of James McCague's novel, *The Great Gold Mountain* (Crown Publishers, Inc.; 253 pages; \$3.95) are his descriptions and flashes of insight into small-town life. His story is hardly a new one—the Hoosier country lad who left to find fame and fortune in the Big Town, and the one who elected to make his life in his own rural home town.

Willi Heinrich's novel, *Crack of Doom* (Farrar, Straus & Cudahy; 312 pages; \$3.95) concerns itself with three German soldiers masquerading as deserters, sent to a Czech village on a special mission. It is late in 1944, at a time when the Czech partisans are giving plenty of trouble and the German Army is being rolled back by the Russians. The three "deserters" are dissimilar in character and private purpose, as borne out by unfolding events. Heinrich has made his principal

people real enough, and his plot adequately tight and fast-moving, to come through handsomely. . . . Paul Scott's novel, *The Mark of the Warrior* (William Morrow & Co.; 213 pages; \$3.50) though set in Asia in 1942-43, does not concern itself with the war, but with the English jungle-warfare trainees who will fight in it. This also is the story of a young Englishman and his relationship with a company commander. The tale woven around these two and all the other subsidiary characters underline "a man's estimate of himself, the face he presents to the world, the estimate of that man made by other men," which, combined, "form an aspect of truth."

Numismatists may receive what the authors, Wolf Wirgin and Siegfried Mandel, call "technical evidence . . . that calls for a reconsideration of present coin classifications and datings"—but to the lay reader of *The History of Coins and Symbols in Ancient Israel* (Exposition Press; 264 pages; \$7.50), this volume turns out to be a fascinating tracing of ancient life and living. It opens yet another view of ancient civilizations through a different sort of spyglass. Illustrated . . . Malcolm MacDonald, son of the late British Prime Minister, served as Governor General of Malaya and British Borneo from 1945 to 1949. In his travel book, *Borneo People* (Alfred A. Knopf; 424 pages; \$6.50) MacDonald writes of the Bornean tribes with deep understanding, affection, and rare perception. What he observed on his river journeys are fascinating, making for a rich document under his pen. The reader not only learns to share MacDonald's appreciation of a people, their tribal customs, and, sadly, their transition under the impact of other-world influence, but to like the author himself.

Olaf Ruhen, who will be remembered for his well-received book of sketches of New Guinea, *Land of Dahori*, has turned to a novel in his latest effort, *Naked Under Capricorn* (J. B. Lippincott & Co.; 217 pages; \$3.75). His present scene is the Australian wilderness where Davis Mariner fought his way to great wealth. But the Eden he has built is an imperfect Eden; and in the end he seeks yet another one, "for there is always a place beyond" . . . Michael Pritchard, a British wartime prisoner of the Japanese, underwent a period of brutal treatment which embittered him towards all Orientals, convincing him that so far as basic Oriental and Western philosophy was concerned, never the twain shall meet. But in the novel, *If Chance a Stranger* (William Sloane Associates; 246 pages; \$3.50), Author Charles Fullerton has Pritchard escape, then wind up more dead than alive in a little Japanese town. A compassionate local family takes him in, and hides him while the pretty daughter of the family nurses him. This theme has been touched on by many writers before, but it is to Fullerton's credit that his characters remain real and human.

NEW EQUIPMENT

(Continued from Page 31)

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69 Domestic air freight rates of TWA, between principal cities of the United States. This folder also specifies Bargainair rates, covering a cheaper, though slower, form of air freight.

70 International air freight rates of TWA. Provides general and specific commodity rates between the New York gateway and 100 world points.

71 An interesting case history which tells how an appliance manufacturer was able to meet a fluctuation production schedule through conversion to a fleet of electric industrial trucks.

72 New eight-page bulletin describing construction and specifications of a shock-resistant, moisture-tight and atmosphere-tight reusable lightweight shipping container that can be constructed to any desired dimension.

73 Sixteen-page brochure which deals with the various applications to which gravity wheel conveyors have been adapted. Includes pictures, drawings, and specification tables. One of its features discusses the selection of conveyors, construction features, and accessories which are available for conveyor adaptations.

74 British Overseas Airways Corporation's transatlantic, transpacific, Caribbean, and South Pacific off-line air freight rates—in a newly designed, easy-to-read format. This memorandum tariff also features BOAC-Qantas transatlantic schedules, current to mid-October.

75 Here's a comparison chart for potential purchasers of low-lift and high-lift electric walkie materials handling trucks. Lists some 30 different points of comparison, including traction speeds, location of operating controls, type of brakes, mast construction, hydraulic system, maintenance features, electrical components, etc.

Please Read This

Items are offered in *Come 'n' Get It* for three consecutive months. Added this month are Items Nos. 86 to 93.

Items generally remain available for approximately three months after the last time of publication, but may be withdrawn earlier.

76 Reprint of *ParcelAir—A New Air-Shipping Idea*, picture story of a recently introduced method of air distribution, originally featured in *Air Transportation*.

77 Well-planned folder which provides complete information on Luft-hansa's transatlantic cargo service. Includes general cargo rates from 50 U. S. and Canadian cities to 60 points in Europe, Asia, and Africa; also specific cargo rates.

78 *Entering the Jet Age with TWA*, an excellent 20-page booklet which not only describes TWA's new Boeing 707, answers a variety of questions on the Jet Age. Will clear the air for a lot of questioning minds.

79 Here's a brand new edition of the pocket-size, 48-page booklet, *Better Ways to Package, Unload, and Ship*. Describes many new methods of packaging and utilizing products in all industries. Also includes Signode Steel Strapping Company's line of products.

80 Twelve-page bulletin on the Rapid Roller gravity conveyor. Includes illustrations, charts, and diagrams. Shows typical applications of Rapid-Roller conveyor, explains features, suggests how to select a conveyor, etc.

81 New brochure, profusely illustrated, designed as an aid in the selection of four-wheel floor trucks for a wide variety of special and standard materials handling jobs. Includes trucks with replaceable wooden decks, roller platforms, V-type decks, removable end and side racks, spring-loaded decks, and steel shelving. Applications for each of 52 floor trucks are described.

82 Shipping your pet abroad? Why not consult Lufthansa's new folder on its De Luxe Pet Service. Its aircraft will haul anything from canaries to elephants, the airline states.

83 A new handy folder produced by Swissair offers its network cargo directory. This shows at a glance the departure dates of its transports from New York to 41 transatlantic destinations.

84 Now that there has been an upward revision in United States mailing rates, you will want to have this handy Postal Rate Chart for your shipping or mailing room. An important feature is the map on the reverse side, as well as a detachable self-zoning mileage rule with which you can mark this map with parcel post zone arcs from your own city, regardless of your location.

85 Brochure detailing a new all-aluminum rigid caster with brake which is reported to be precision-machined, corrosion resistant, and does not require maintenance.

86 *A Question of Distribution*, TWA's digest version of the excellent Harvard study, *The Role of Air Freight in Physical Distribution*. Valuable reading.

87 New four-page bulletin providing complete operating and design specifications of Elwell-Parker's Model F-45T3 3,000-pound capacity electric-powered fork lift truck.

88 *How to Increase the Prestige of Your Mail*, an excellent 12-page color-illustrated brochure which points to the postage factor as an important but often overlooked influence in building business prestige through the mail. Contains exhibits of metered mail, case studies, a table of relative effectiveness of the pulling power of various forms of postage, etc.

89 You'll like REA's new booklet, *The Late, Late, Late, Late Show*, a highly amusing treatment of the services of Air Express.

90 Here's a case history of how a major liquor wholesaler increased the speed of the materials handling operation in its warehouse by 75%.

91 *Solid Fibre News*, a four-page folder which suggests a variety of interesting uses for this packaging material. Illustrated.

92 New brochure describing and illustrating the operating and design features of a new line of four-wheel freight carts with removable and replaceable decks.

93 *ComptoPak Packing Program*, a 32-page book which contains numerous diagrams and drawings illustrating the adaptability and various uses of the manufacturer's packing devices, reported to apply to packaging wraps of all types, "from furniture to small parts and accessories, and from soft goods to fragile glassware."

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Readers of *Air Transportation* may borrow without cost to them any or all of the sound motion picture films listed below. Each film is concerned with air cargo. It will be loaned with the understanding that it will be presented before industrial traffic or business groups.

To receive one or more films, circle the appropriate key number on the prepaid postal card bound into this issue.

Key No.	Title	Produced For	Color or Black & White	Running Time
221	Winged Cargoes	BOAC	C	15 min
222	Winged Profits	KLM	C	28 "
224	The World—Your Market Place	Pan American	BW	22 "
225	In Your Hands	Pan American	BW	17 "
226	Air Van to Europe	Seaboard & Western	BW	15 "
227	Ship the Best Way	United	C	28 "
228	Time Flies	Lockheed	C	14 "
229	The Tasks of Hercules*	Lockheed	C	10 "
230	Airfreighter	Lockheed	C	13 "
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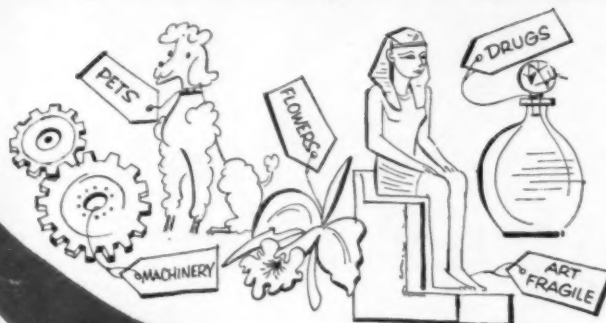
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